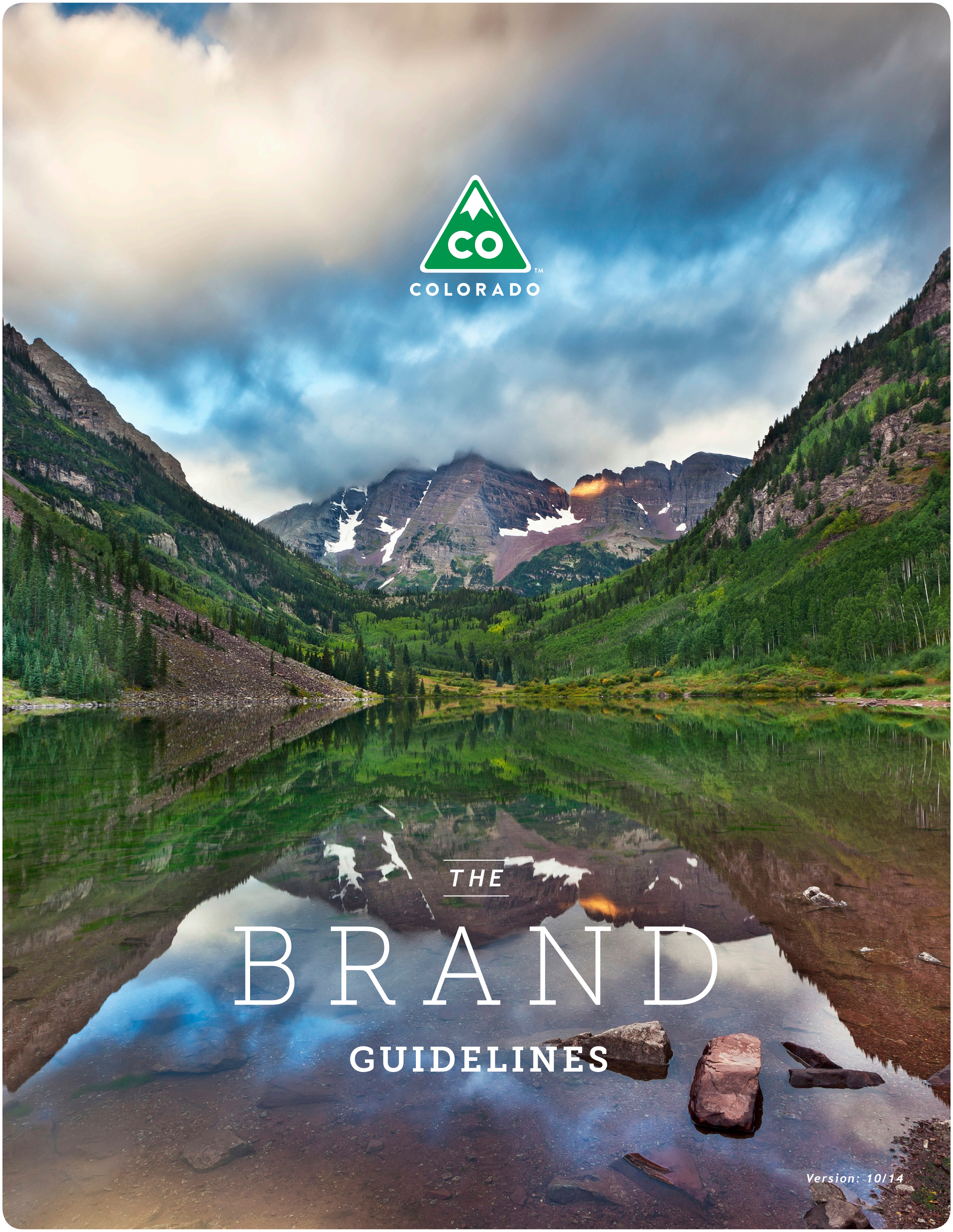

CO

COLORADO™

THE

BRAND

GUIDELINES

Version: 10/14

Go to brandCOLORADO.gov for additional information and to download electronic art files.

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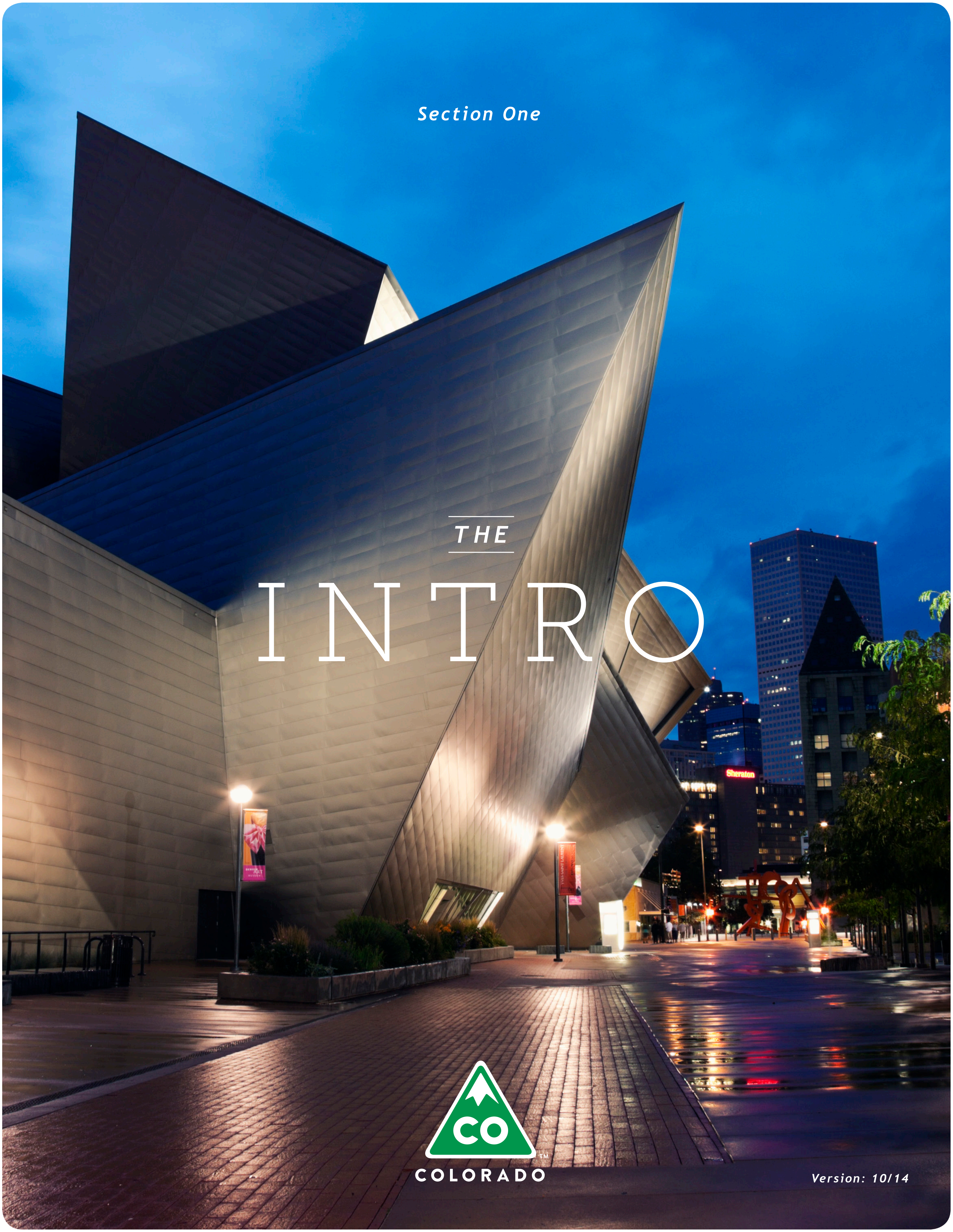


Section One

THE

INTRO

COLORADO

Version: 10/14

A Letter From The Chief Marketing Officer

Hello Fellow Coloradan,

Welcome to the State of Colorado's Brand Guidelines. The purpose of this guide is to ensure that everyone who uses the brand materials does so in a consistent manner. Consistent usage over time strengthens our brand.

As Coloradans, we have a responsibility to uphold and build upon our strong reputation. The perceptions of people around the world matter. This is because those perceptions affect our economy and thus our quality of life. As Colorado becomes more attractive to companies, travelers and talent, our economy is stimulated, jobs are created, and resources become more available to fund things like education, health care, parks and transportation. Like-minded people visit, and relocate to Colorado because they trust the Colorado "brand". It's our responsibility to be good stewards of that trust. Every one of us is a brand builder. When we, as state employees, businesses and organizations interact with our customers and our friends, we have the opportunity to build or diminish that trust. In this same way, every Coloradan is a brand ambassador to the rest of the world.

In being both pervasive and consistent with our brand messaging we will strengthen an already powerful brand. This unfied approach to branding creates efficiencies for our state agencies by dramatically simplifying all future brand and design decisions. By uniformly implementing the brand we will present a professional and consistent look to the world that is worthy of our grand state.

So, our success is up to you and me, and us. Let's do this and do it right.

Cheers!
Aaron Kennedy
Chief Marketing Officer
State of Colorado

Who Should Use The Brand

Official State of Colorado Entities

The state brand is intended to unify our state departments under one aesthetic and in doing so create efficiencies and instill a shared pride among state employees.

Colorado Businesses and Organizations

The state brand is intended to provide value to Colorado businesses and organizations by allowing these entities to be "endorsed" by the state. Please see Section Seven on The byColorado Certification Program to learn more about how businesses and organizations can use the brand.

Section Two

THE
STORY

COLORADO

Version: 10/14

The Story Behind the Brand

In 2011, the State of Colorado released a bottom-up plan for strategically evolving the economy. It was called the Colorado Blueprint. In it were six core objectives. One of them was a call to “create and market a stronger Colorado brand.” Businesses, educational institutes and government all promoted this objective. The brand would work to unify Colorado — making its government more efficient while attracting talent and businesses and promoting tourism.

The first step in creating Colorado’s brand was to bring on the state’s first ever Chief Marketing Officer. Governor Hickenlooper tapped Aaron Kennedy — Noodles & Company founder and Colorado entrepreneur. With input from a council of advisors, 64 youth ambassadors from across the state, a group of Colorado-based creative talent and hundreds of thousands of residents, the Colorado brand was brought to life.

The Five Pillars of Colorado

The Colorado brand was built on a foundation derived from the state’s core essence. We refer to this foundation as The Five Pillars of Colorado. The Five Pillars are the threads that unite all Coloradans. Each pillar is individually appealing and accessible, however the magic of Colorado lies in the collective sum of these five parts.

Powered by Nature

Colorado’s most famous qualities lie in nature. We have epic mountains, wooded trails, rushing rivers and 300 days of sunshine a year. These qualities attract visitors from around the world and are why many of us stay. Our nature inspires us and infuses us with energy to live a healthy, active lifestyle.

Economic Opportunity

In the early days it was gold, silver and then oil that drove our economy. Now, Colorado is home to innovative companies and cutting-edge technology. We are national leaders in industries from aerospace to natural foods and quick-casual restaurants to renewable energy. Entrepreneurism is thriving. Here, the pay is competitive and the life/work balance is cherished.

Independent Spirit

The people of Colorado think for themselves. We are open to new ideas and different ways of thinking. We are constantly looking for new ways to do things and think with a pioneering mindset. We chart our own course to a better life.

Vitality

In Colorado, vitality persists at work and at play. Coloradans live with enthusiasm and happiness. They are constantly in pursuit of the next challenge or adventure. We are the leanest people in the nation and some of the strongest and most productive.

Kinship

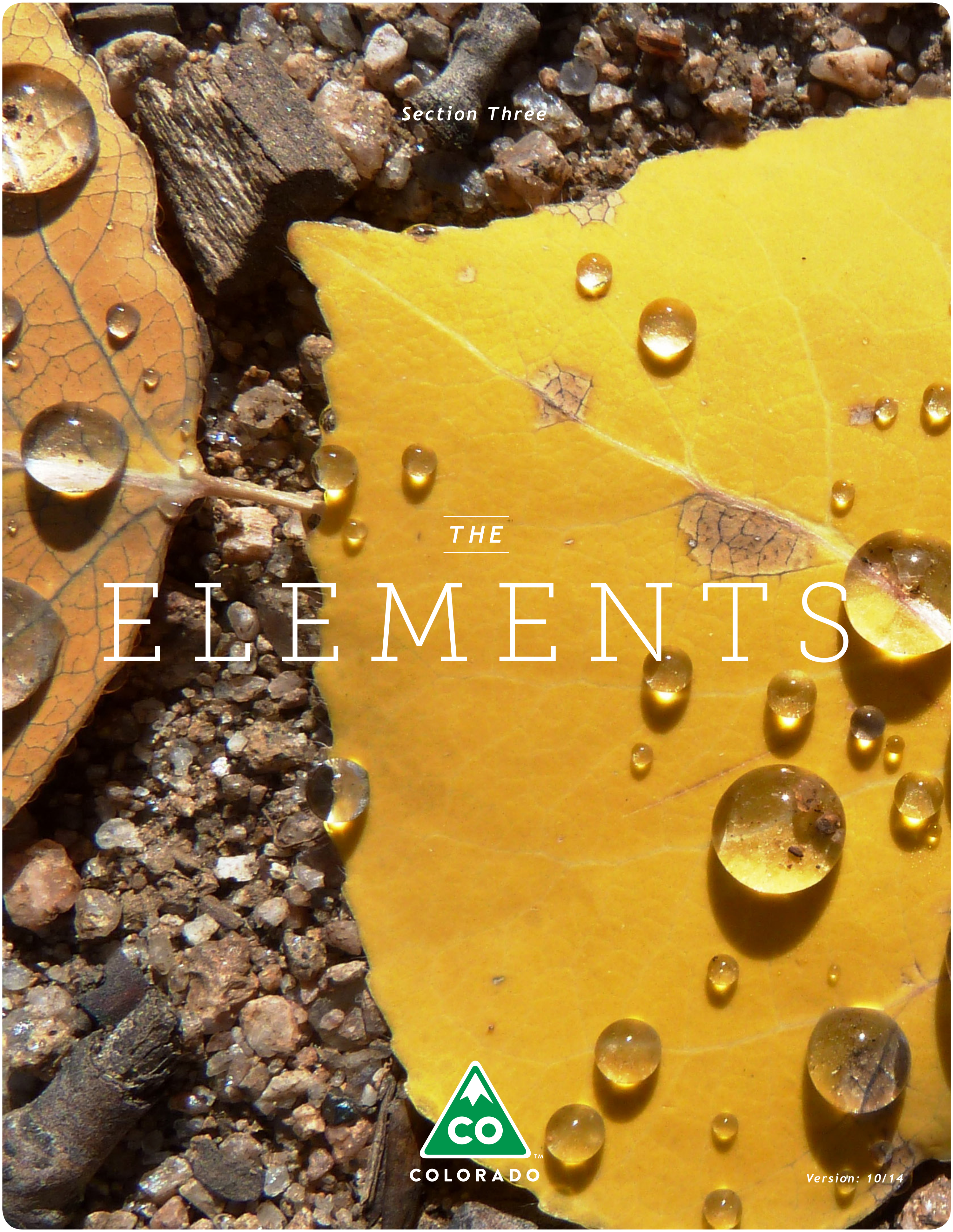
Coloradans are proud to call this state home. We feel a close tie with one another, but are welcoming to outsiders. We’re happy to share knowledge of secret powder stashes and honey holes teaming with trout. Mentors help the next generation succeed and we band together to help our neighbors through difficult times.

The Spirit of the Brand

In Colorado, life is lived under the influence of nature. The mountains inspire how we think and 300 days of sunshine invigorate our spirit. Raging rivers and fourteeners embolden us to take risks. And serene mountain lakes and starry nights encourage us to relax. Everything we are as Colorado residents or visitors is based on the beauty that surrounds us.

“It’s our nature” is at the heart of Colorado’s new brand. Serving as the tagline, these three words symbolize the duality of our state — awe-inspiring scenery and life-loving people. It connects adventure with entrepreneurship, beauty with happiness and fresh air with creativity.

Section Three



THE ELEMENTS

COLORADO

Version: 10/14

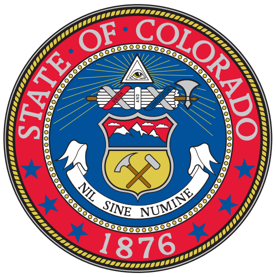
Our Logo

Like Colorado itself, our new logo combines the familiar with the unexpected. It draws clear influence from our world-famous mountains and beloved license plate. But its shape, an upward facing arrow with rounded corners, also serves as a symbol of Colorado's momentum and a reminder of its friendly and approachable attitude.

While our new identity certainly isn't everything Colorado is, it will serve as a constant and consistent reminder of everything our spectacular state can be.

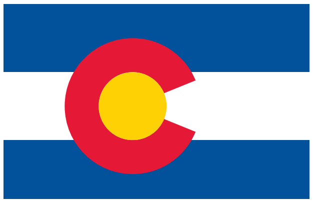
The Colorado Communications Toolbox

The state of Colorado marketing and communications “toolbox” is made up of three distinct tools: the State Seal, the State Flag and – the newest addition – the State Logo. Each tool serves a unique purpose and should be deployed in communications accordingly.



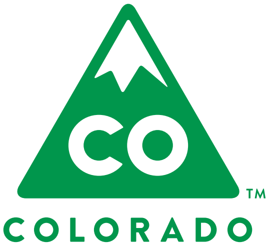
State Seal

The State Seal is for use by elected officials in their communications, as well as for conducting enforcement and serious government business.



State Flag

The State Flag is for connecting with Coloradans on a citizen to citizen basis. The State Flag is public domain.



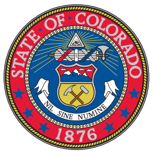
State Logo

The State Logo (aka, the Peak) is for everyday government business and marketing communications and should be used broadly.

IN THIS SECTION:

LOGOS	3.5
COLOR	3.15
TYPOGRAPHY	3.17
PHOTOGRAPHY	3.19

The Colorado Communications Toolbox



Using the State Seal

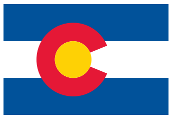
The State Seal is used exclusively to communicate the authority of the state government. Use of the Seal requires permission from the Colorado Secretary of State. Requests for use must be submitted in writing to the Secretary of State's Office at www.sos.state.co.us.

When to consider using the State Seal:

- Communications from elected state officials such as the Governor's Office and the Colorado General Assembly, along with law enforcement, corrections and on documents such as tax notifications, certificates, vital records and contracts.

Rules governing use of the State Seal:

1. The actual Seal itself, when measuring two and one-half inches in diameter, can only be used by the Secretary of State in an official capacity.
2. A copy of the Seal that is any size except two and one-half inches in diameter can be used by a department, organization or group that is authorized or established by an arm of the state of Colorado for official state functions, or for educational purposes.

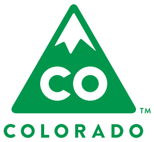


Using the State Flag

The State Flag is public domain. All citizens have the privilege of use in occasions they deem fitting and appropriate.

When to consider using the State Flag:

- Non-official state business, ceremonies and events.



Using the State Logo

The Peak logo is for use by all state departments, offices, divisions, programs and projects. The logo should be utilized by state employees as the default marketing and communications tool. All applications of the logo should adhere to the brand guidelines outlined herein.

When to use the State Logo:

- All day-to-day marketing and communications from the Colorado state government including but not limited to: business cards, letterhead, brochures, marketing pieces, presentations, signage, digital assets, and uniforms.

Brand Identity Elements

The Peak Logo

CO™

COLORADO

Department Shield Lock-up

CO™ DEPT

COLORADO

Department on One Line

Logo with Tagline

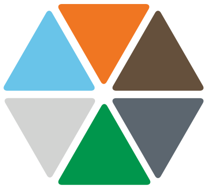
CO™ COLORADO

It's our nature.™

Certification Badge

COLORADO CO USA COMPANY™

Color Palette & Typography



Museo Slab 500

Trebuchet Bold Italic

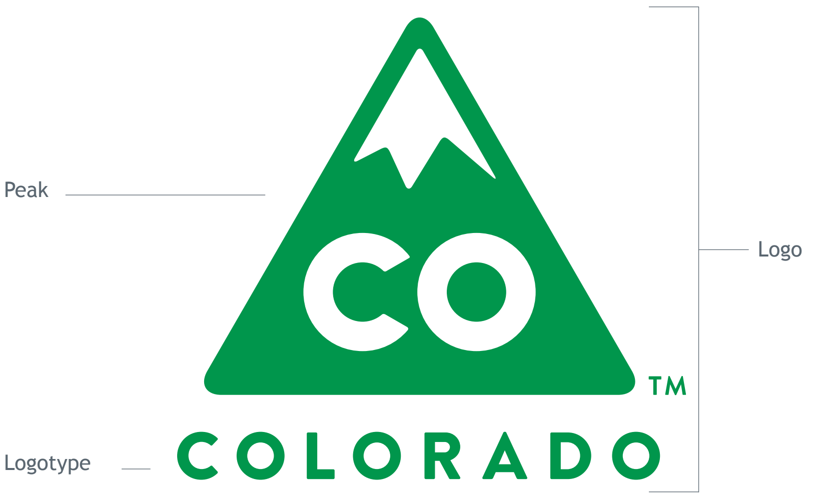
State of Colorado Logo

CO™

State of

COLORADO

Primary Logo



The Peak logo consists of two elements that should always appear together (except when being paired with a department shield or other graphic element): the triangular icon, or “the Peak,” and the logotype. The stacked configuration shown here is the preferred configuration. However, it is acceptable to use the horizontal configuration at the aesthetic preference of the designer (see page 3.10).

The Peak logo configuration with a tagline (“It’s our nature”) is found later in this document.

The relationship of these elements should not be modified. When sizing the Peak logo, be sure the logo elements are grouped together and scaled proportionately.

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Logo Colors

Color Definitions

Green
Pantone 355C
CMYK: 98/12/100/2
RGB: 0/149/58
Hex: 00953a

Black
Pantone Black
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: 000000

Slate
Pantone 431C
CMYK: 66/52/45/17
RGB: 92/102/112
Hex: 5c666f

The Peak logo can be used in green, black or slate when placed on a light or white background. Only the colors specified here are allowed.

Spot printing in Pantone colors is the preferred printing method. Use 4-color process printing when spot printing is not a practical option. The CMYK breakdowns do not preclude the important step of color proofing. Refer to a current Pantone specifier for accurate color matching.

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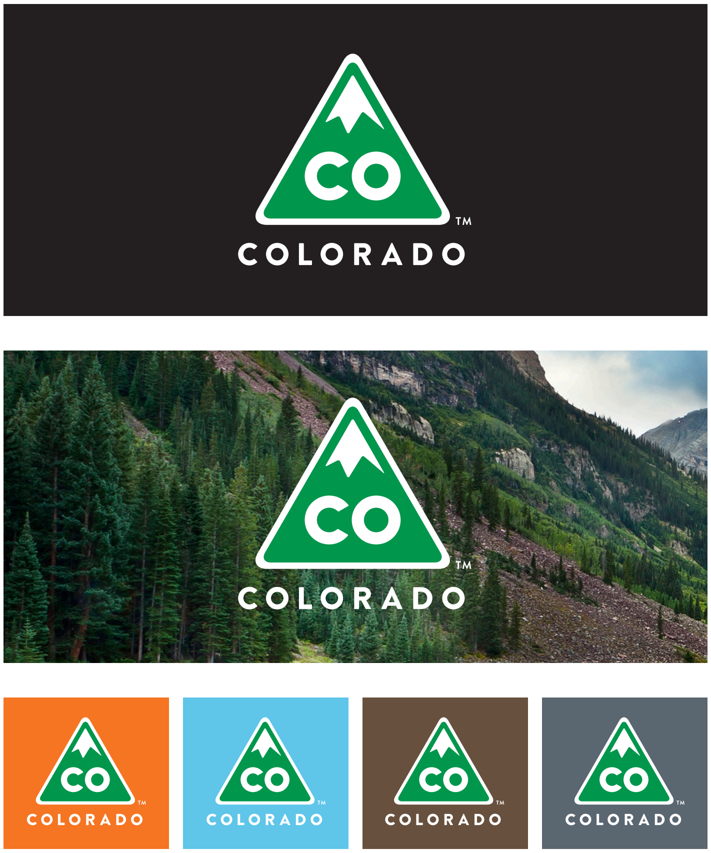
Pantone® is a registered trademark
of PANTONE Inc.'s color matching sytem.

Reverse Application



Color Outlined Reverse Logo

When printing the Peak logo on dark or vivid backgrounds, use the color outlined reverse logo (or all white option on the next page). The outline used in this version provides increased separation between the Peak logo and the background. The type color is changed to white.

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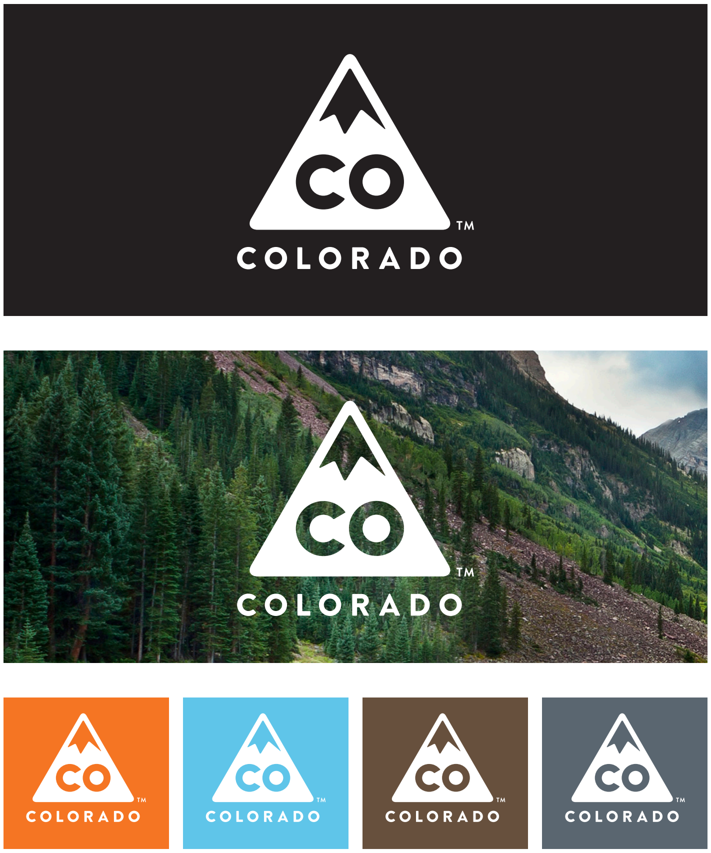
Reverse Application



White Reverse Logo

The white reverse Peak logo can be used when it is not important that the primary green brand color be reinforced, or when it is helpful to achieve a balanced layout.

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Black and White Applications

Black Reverse Logo

When color is not available, it is acceptable to use the black outlined reverse Peak logo to print on dark backgrounds. Use this version when the background is approximately 50% grayscale or darker. When the background is lighter than 50% grayscale, use the Peak logo in black without the white outline, which is the primary Peak logo.

CO
COLORADO
TM

Use the one-color reverse Peak logo when the background is darker than approximately 50% black.

Use the primary Peak logo in black when the background is lighter than approximately 50% black.

IN THIS SECTION:

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Black/White **3.9**
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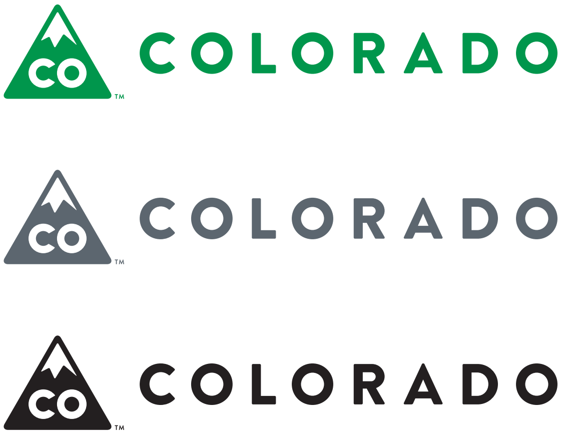
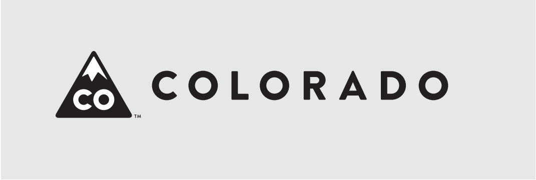
Clear Zone 3.12
Minimum Size 3.13
Don'ts 3.14
COLOR 3.15
TYPOGRAPHY 3.17
PHOTOGRAPHY 3.19

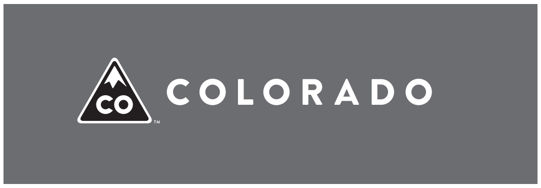
Horizontal Logo



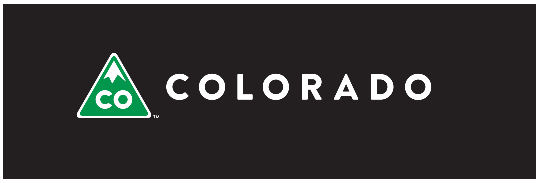
Use the horizontal Peak logo when the primary logo configuration does not fit comfortably in the space available, or at the aesthetic preference of the designer. Here again, both elements of the logo (Peak and logotype) must always be used together without modification to the relationship between the elements.

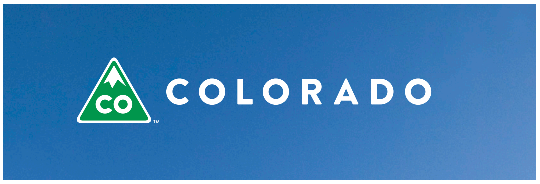
Black and White Applications

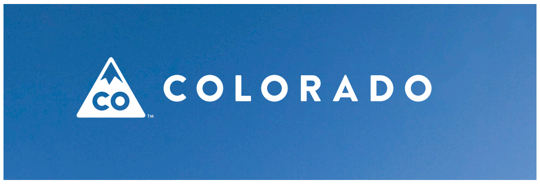




Reverse Applications







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Tagline

CO™ COLORADO
It's our nature.™

CO™ COLORADO
It's our nature.™

CO™ COLORADO
It's our nature.™

CO™ COLORADO
It's our nature.™

The tagline, “It's our nature”, can be used with the horizontal version of the Peak logo as shown here. The tagline is not to be used with the stacked Peak logo.

Using Our Tagline in Body Copy

When referring to our tagline, “It's our nature” should appear in quotes and the first letter should be capitalized regardless of where it falls in the sentence. For example:

“It's our nature” is our tagline.

Our tagline is “It's our nature.”

When using the phrase *it's our nature* in a sentence, but not directly referring to the tagline, normal formatting and capitalization rules apply. For example:

It's our nature to look for a new way of doing things and to think with a pioneering mindset.

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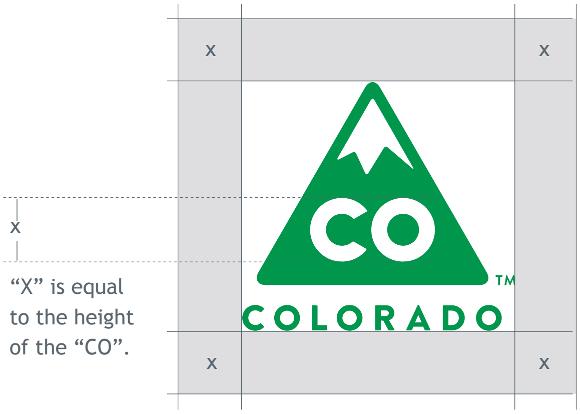
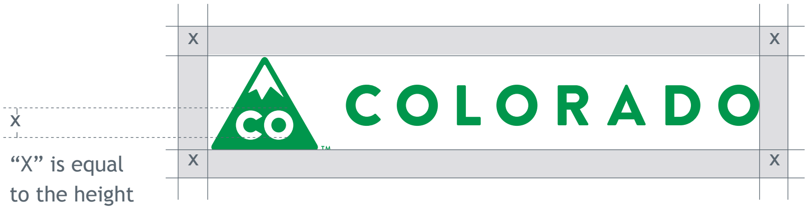
Clear Zone

The Peak logo should always have a clear zone surrounding it in order to maintain its integrity.

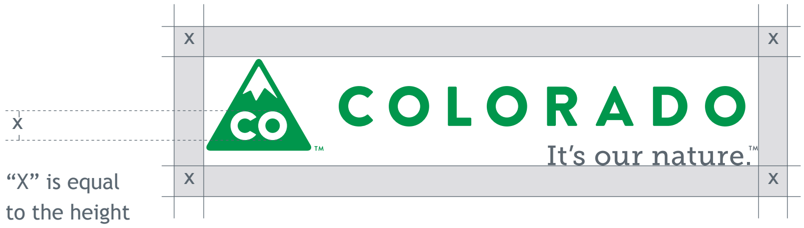
Leave a clear zone equal to “x” or greater, where “x” is equal to the height of the “CO” inside the Peak. When possible, leave more clear space than the minimum indicated here.


x
x
x
x
x
CO
TM
COLORADO

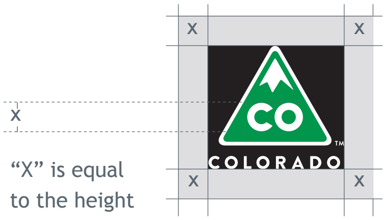
“X” is equal to the height of the “CO”.


x
x
x
x
x
CO
TM
COLORADO

“X” is equal to the height of the “CO”.


x
x
x
x
x
CO
TM
COLORADO
It’s our nature.™

“X” is equal to the height of the “CO”.


x
x
x
x
x
CO
TM
COLORADO

“X” is equal to the height of the “CO”.

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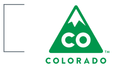
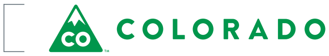
Minimum Size

Only use the Peak logo 1/4" or larger in height in any logo configuration. Measure from the base of the Peak to the top of the Peak. For the color reverse version, measure from the outside of the outline.

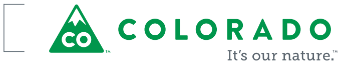
1/4" high



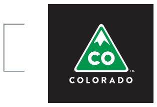
1/4" high



1/4" high



1/4" high



IN THIS SECTION:

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Minimum Size	**3.13**
Don'ts	3.14
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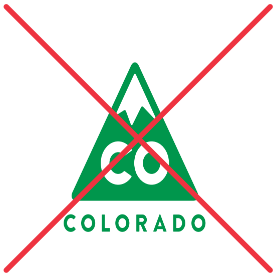
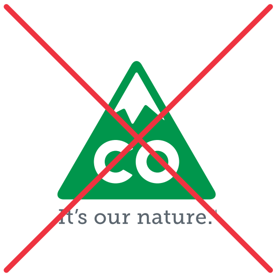
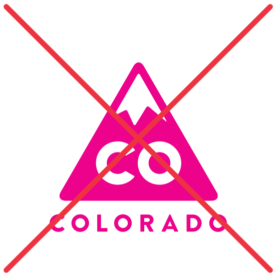
Don'ts


CO
COLORADO

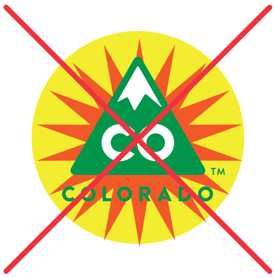
Do not scale the Peak logo disproportionately.


CO
It's our nature.

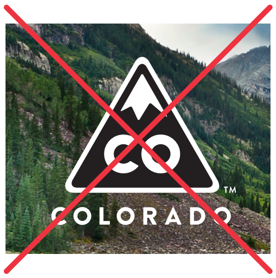
Do not use the tagline with the primary Peak logo. Only the horizontal logo appears with the tagline.


CO
COLORADO

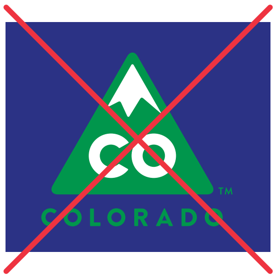
Do not use the Peak logo in an unauthorized color.


CO
TM
COLORADO

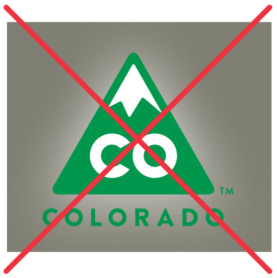
Do not incorporate the Peak logo into another logo.


CO
TM
COLORADO

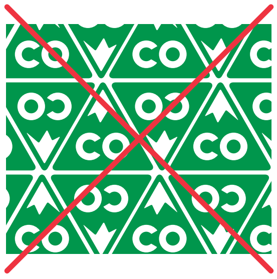
Do not use a black Peak logo when color reproduction is available.


CO
TM
COLORADO

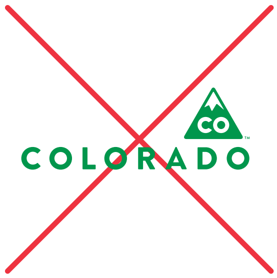
Do not reproduce the Peak logo without an outline on a dark or low contrast background.


CO
TM
COLORADO

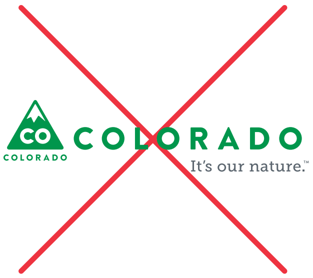
Do not place a glow or drop-shadow behind the Peak logo.



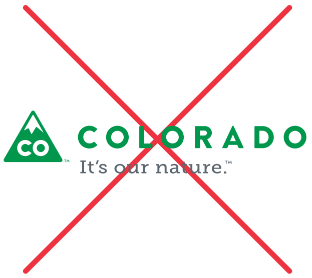
Do not turn the Peak logo into a pattern.


CO
COLORADO

Do not modify the size relationship of the Peak logo and the logotype.


CO
COLORADO
COLORADO
It's our nature.

Do not combine the primary logo and tagline logo into one.


CO
COLORADO
It's our nature.

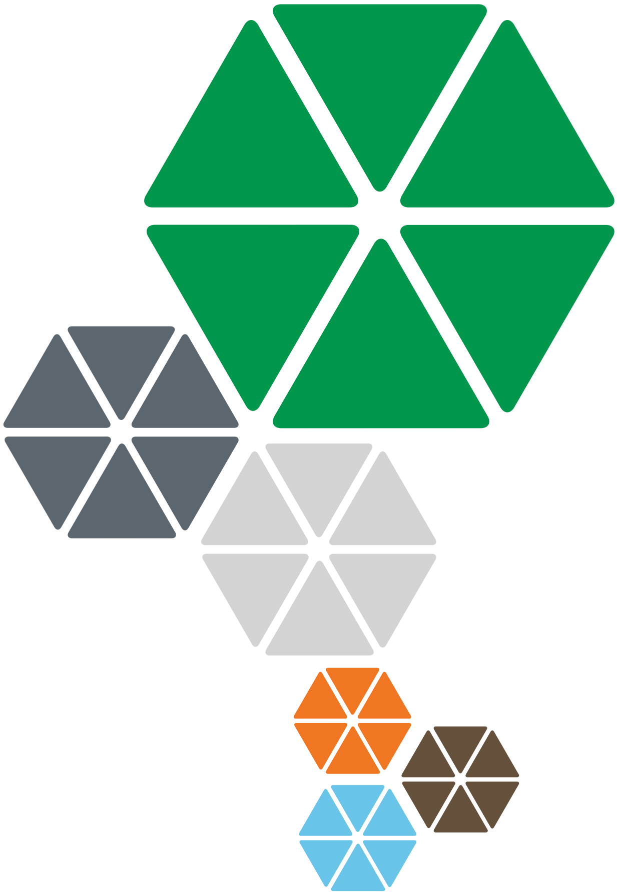
Do not reposition the tagline.

IN THIS SECTION:

LOGOS 3.5
Primary Logo 3.5
Logo Colors 3.6
Reverse Application 3.7
Black/White 3.9
Horizontal Logo 3.10
Tagline 3.11
Clear Zone 3.12
Minimum Size 3.13
Don'ts 3.14
COLOR 3.15
TYPOGRAPHY 3.17
PHOTOGRAPHY 3.19

Primary Color Palette

This is the primary color palette for all Colorado communications. Green, Slate and Silver should be given prominence with the remaining three colors used more sparingly. In addition to these primary colors, each department can select several individual accent colors or choose a color grouping from the Department Accent Palette.



Green

This is Colorado's color. It is constant like our evergreen trees, celebratory like our license plates and balanced like our lifestyle.

Slate

The Rocky Mountains are the foundation upon which our state's success was built. Slate represents the metamorphic rock upon which the mountains were formed.

Silver

Silver is gray's playful and vibrant cousin. It's a sleek and modern symbol of Colorado's innovative technology and progressive thinking.

Orange

Orange represents the sun rising over Colorado's mountains. It combines the strength of red with the playfulness of yellow.

Brown

Although much of our state sits above sea level, Colorado is distinctly down-to-earth. Brown represents the humble, authentic attitude of our people.

Blue

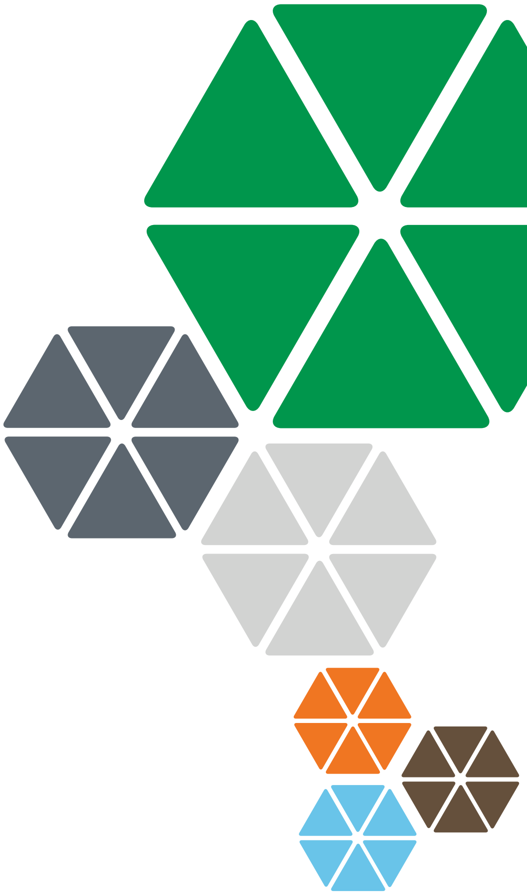
Coloradans are treated to blue skies 300 days a year. The color represents the happiness, honesty and loyalty our people exhibit 365 days a year.

IN THIS SECTION:

LOGOS 3.5
COLOR 3.15
TYPOGRAPHY 3.17
PHOTOGRAPHY 3.19

Color Definitions

Spot printing in Pantone colors is the preferred printing method. Use 4-color process printing when spot printing is not a practical option. The CMYK breakdowns do not preclude the important step of color proofing. Refer to a current Pantone specifier for accurate color matching.



Green
Pantone 355C
CMYK: 98/12/100/2
RGB: 0/149/58
Hex: 00953a

Slate
Pantone 431C
CMYK: 66/52/45/17
RGB: 92/102/112
Hex: 5c666f

Silver
Pantone 427C
CMYK: 17/12/13/0
RGB: 208/210/211
Hex: d0d2d3

Orange
Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Brown
Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Blue
Pantone 297C
CMYK: 52/5/3/0
RGB: 110/196/232
Hex: 6ec4e8

IN THIS SECTION:

LOGOS 3.5
COLOR 3.15
TYPOGRAPHY 3.17
PHOTOGRAPHY 3.19

Pantone® is a registered trademark
of PANTONE Inc.'s color matching sytem.

Typefaces

Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Slab 500 is available for download at http://www.exljbris.com/museo.html.
It is offered by the type designer at no cost.

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS is a system font included on Macintosh and Windows operating systems.
It is designed for the web and is a standard font in Google Drive software.

Additional Fonts for Special Use

BRANDON GROTESQUE

Museo Sans 500

Museo 300

Museo Slab 700

Museo Slab 300

Museo Slab 100

These fonts are to be used primarily by designers using Adobe software and are available for purchase through most font vendors.

Primary Typeface

Museo Slab 500 and Museo Slab 500 Italic are the primary typefaces of the Colorado brand. Use these fonts to evoke the brand voice in headlines and titles.

Secondary Typeface

Trebuchet MS is the secondary typeface of the Colorado brand. Use it for alternate headlines, subheadings, body copy, detail callouts and captions.

Setting Type for the Web

Museo is not a system font and therefore has to be loaded on every computer that uses it. When setting type for the web, use Trebuchet MS for live html text. Use Museo for headlines that can be uploaded as images.

Type Color

For brand consistency, set type in Pantone 431C when Pantone colors are available. When Pantone colors are not available use the CMYK, RGB, or Hex values for "Slate" shown on page 3.16.

IN THIS SECTION:

LOGOS 3.5
COLOR 3.15
TYPOGRAPHY 3.17
Typefaces 3.17
Type Treatments 3.18
PHOTOGRAPHY 3.19

Type Treatments

Preferred Headline Treatment

Trebuchet MS Bold Italic

MUSEO SLAB 500.

Preferred

It is preferred to use Museo Slab 500 as the dominant headline/title font and Trebuchet MS Bold Italic as the secondary headline font.

Alternate Headline Treatment

Trebuchet MS Bold Italic

TREBUCHET MS BOLD CAPS.

Alternate

If Museo Slab 500 is not available, it is acceptable to use Trebuchet MS Bold Caps as the dominant headline/title font and use Trebuchet MS Bold Italic as the secondary headline font as shown here.

Alternate Headlines and Subheadings

Trebuchet MS Bold

Trebuchet MS Bold Italic

Body Copy

Trebuchet MS Regular

Trebuchet MS Regular Italic

IN THIS SECTION:

LOGOS 3.5
COLOR 3.15
TYPOGRAPHY 3.17
Typefaces 3.17
Type Treatments **3.18**
PHOTOGRAPHY 3.19

Photography

Our state is synonymous with unsurpassed natural beauty, fascinating people and ground-breaking innovation. It is important that we only use high-quality photography to portray our great state.

Quality Checklist:

- Resolution – Ensure each photo has adequate resolution for the specific media to be used.
- Focus – Either the entire photo, or just the key subject matter should be in sharp focus.
- Color balance – Each photo should be evaluated and adjusted when necessary for accurate color balance.
- Composition – The elements in a photo should create an interesting composition of lights and darks.
- Crop – Use crop to direct attention and create interest.
- Interesting subject matter – Colorado is more than breathtaking landscapes. Consider showing people and industry as subject matter.

Licensing

Typically, a photograph needs to be licensed from the photographer or the stock photo agency that owns the copyright. You must pay a licensing fee to use copyrighted photographs. The licensing fee is based on the specific details regarding how the photo will be used.

IN THIS SECTION:

LOGOS 3.5
COLOR 3.15
TYPOGRAPHY 3.17
PHOTOGRAPHY 3.19

Photography

Tap into Colorado's core pillars (page 2.2) to guide your subject matter choices for photography. The Five Pillars of Colorado are the threads that connect us all and reflect who we are as a people.

Colorado Kinship

Key words — Community, Collaboration, Civic Pride, Service

The right photography can bring to life the kindred spirit of Coloradans and our collaborative nature. Consider imagery of Colorado's plentiful community gardens, food co-ops, trail restoration and service projects, bustling classrooms and active state government.

Economic Opportunity

Key words — Business, Industry, Economic Development

Look for imagery that showcases the industries driving Colorado's economy including aerospace, high-tech, telecommunications, renewable energy, bioscience, military and creative jobs. Shine a light on Colorado's thriving business environment through visuals of quintessential Colorado companies. Consider including household names and niche companies (e.g. Coors, Level 3, Vail Resorts, New Belgium, Crocs and Chipotle.)

Independent Spirit

Key words — Pioneer, Resilience, Independence

Coloradans are entrepreneurs and artists as much as we are cowboys and cowgirls. Use photography to illustrate the diversity and independence of our people. We are the lone climber summiting Long's Peak, the graduate launching her first startup, the world-class chef whipping up a culinary masterpiece and the lifelong rancher herding cattle to summer pastures.

Photography

Powered by Nature

Key words — Landscape, Nature, Outdoor Activity

Highlight our unique nature through visually stunning photography of iconic landscapes like Rocky Mountain National Park and the Maroon Bells as well as lesser-known — but no less spectacular — treasures like the Gunnison Gorge or Mesa Verde. Remember that we are indisputably the king of the mountains, but also home to wide-open plains, mesas, buttes, deserts, dunes, alpine lakes and raging rivers.

Colorado's epic nature powers its people to participate in every conceivable outdoor pursuit from hiking, biking, and paddling to skiing, snowshoeing and sledding. Choose images that bring to life the healthy, Colorado lifestyle and our 4-seasons of fun and personal fulfillment.

Vitality

Key words — Arts and Culture, Sports, Higher Education

Colorado is home to a flourishing arts and culture community, winning professional sports teams and first rate universities and colleges. Illustrate the vibrancy and diversity of our state through a variety of images such as: the rodeo, stock show, state fair, ballet, opera, art and science museums, concerts, professional and college sporting events, and collegiate settings.

Other Considerations

Look for the following areas of diversity when choosing photography:

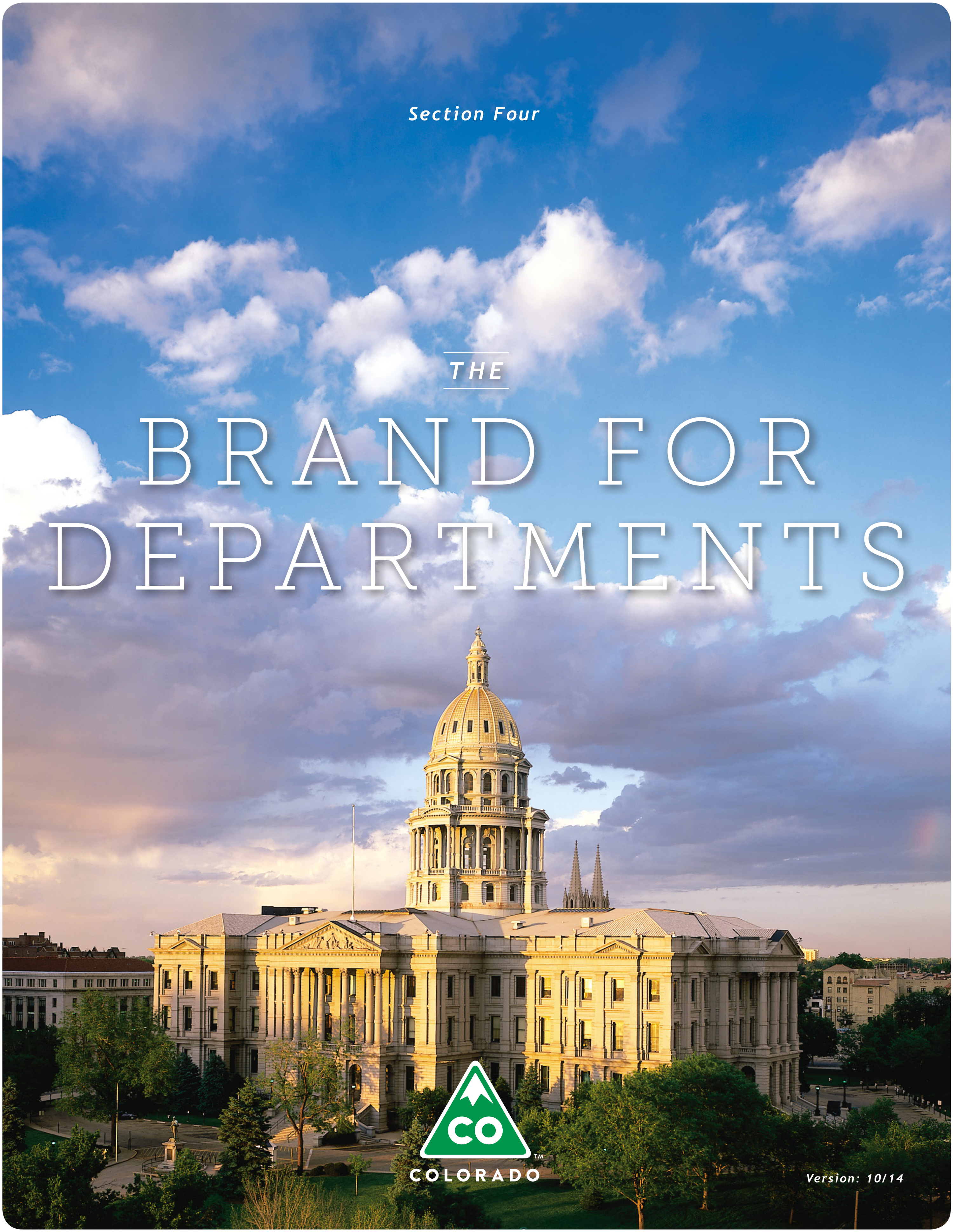
- Ethnic
- Geographic
- Occupation/Industry
- Rural/Urban
- Socio-Economic
- Age
- Gender
- Seasons

IN THIS SECTION:

LOGOS 3.5
COLOR 3.15
TYPOGRAPHY 3.17
PHOTOGRAPHY 3.19

Section Four

THE
BRAND FOR DEPARTMENTS



COLORADO

Version: 10/14

Department Brand Architecture

Colorado Master Brand

The strength of the Colorado brand lies within the equity of the master brand logo—the Peak. Our marketing efforts will focus on establishing this equity.

Colorado Department Shield

Most departments have a unique Shield to represent their department identity. The department Shield is to be paired with the Peak logo as shown here and later in this document.

COLORADO
Department Name Here

Colorado Department Lock-up

Most departments and offices within Colorado have a primary logo lock-up that includes the Peak, Shield and a text treatment to the right. A Peak and Shield lock-up is the most common type of department lock-up. Other lock-up options are shown later in this section including Peak-only and State Seal lock-ups.

Lock-ups serve as the unique graphic identifier for each department or office and should be used comprehensively across any given department or office.

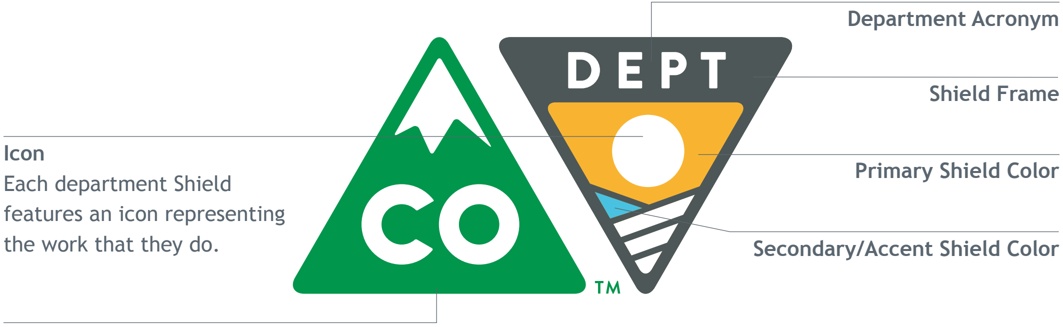
IN THIS SECTION:

ARCHITECTURE 4.1
Department Brand 4.1
Department Shield 4.2
Department Lock-up 4.3
DEPT SUB-BRANDS 4.6
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

Department Shield: Architecture

A unique Shield has been created for the majority of the state’s departments and offices. Each Shield is an expression of the work that department or office conducts and the people they serve. The consistent inverted triangular shape of each Shield lends visual continuity to our state government while allowing for individuality from one department to the next through unique iconography.

The Parts of a Shield



Icon
Each department Shield features an icon representing the work that they do.

Peak logo
When pairing the Peak logo with a department Shield, the Colorado logotype is not included beneath the Peak logo. The department Shield must always be paired with the Peak logo except when being used as a social media identifier.

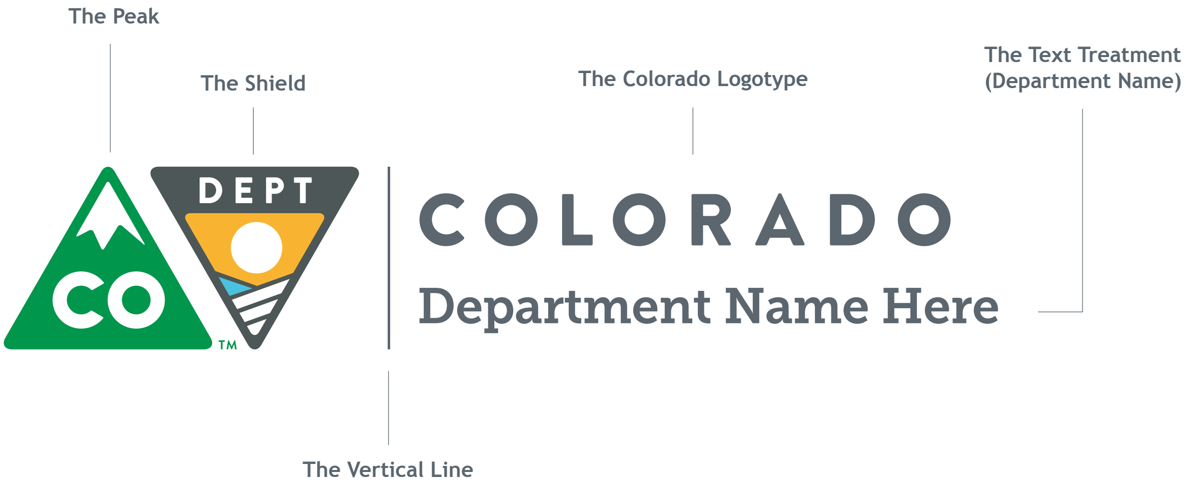
IN THIS SECTION:

ARCHITECTURE 4.1
Department Brand 4.1
Department Shield 4.2
Department Lock-up 4.3
DEPT SUB-BRANDS 4.6
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

Department Lock-up: Architecture

A logo lock-up (also referred to simply as a “lock-up”) is made up of several elements. These elements are locked into position to form a single unit and should not be altered or rearranged. The elements of the most commonly used department lock-up type—the Peak and Shield—are identified below.

The Parts of a Lock-up


The Peak
The Shield
The Colorado Logotype
The Text Treatment (Department Name)
DEPT
CO
TM
COLORADO
Department Name Here
The Vertical Line

IN THIS SECTION:

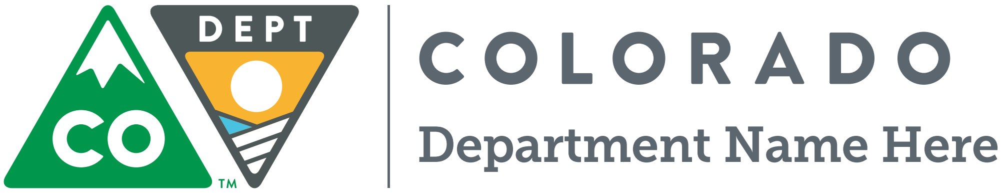
ARCHITECTURE	4.1
Department Brand	4.1
Department Shield	4.2
Department Lock-up	**4.3**
DEPT SUB-BRANDS	4.6
LOCK-UP GUIDELINES	4.15
LOCK-UP ACCENT COLORS	4.21
LOCK-UP APPLICATION	4.28

Department Lock-up: Colors and Typefaces

Shield Frame Color
Dark Gray
Pantone 445C
CMYK: 68/54/55/30
RGB: 78/87/88
Hex: 4e5758

Shield Acronym Typeface
Brandon Grotesque

Logotype, Text Treatment and Vertical Line Color
Slate
Pantone 431C
CMYK: 66/52/45/17
RGB: 92/102/112
Hex: 5c666f



Peak Logo Color
Green
Pantone 355C
CMYK: 98/12/100/2
RGB: 0/149/58
Hex: 00953a

Primary and Secondary Shield Colors
Departments select these colors from the accent color palette displayed on pages 4.21-4.27.

Icon, Acronym and Stripe Colors
The Shield icon, department acronym, and three diagonal stripes at the bottom of the shield are always white.

Text Treatment Primary Line
Museo Slab 700

Text Treatment Secondary Line*
Museo 500

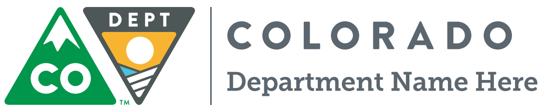
*Not shown here, lock-ups may include a secondary line to allow for the display of a division, program or project name in addition to the department name. See pages 4.8-4.10 for more details.

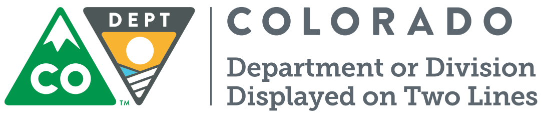
IN THIS SECTION:

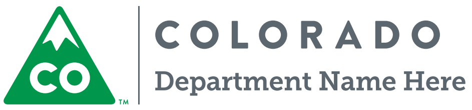
ARCHITECTURE 4.1
Department Brand 4.1
Department Shield 4.2
Department Lock-up 4.3
Colors and Typefaces **4.4**
Text Treatments 4.5
DEPT SUB-BRANDS 4.6
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

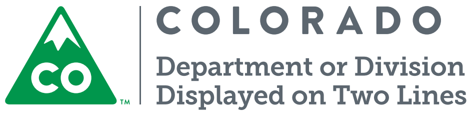
Department Lock-up: Text Treatment

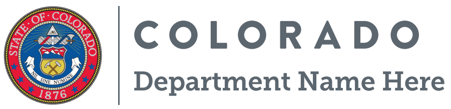
A department name may require one or two lines in a logo lock-up depending on the length of the name. The maximum width of a department name is 3.75 x the base of the Peak. When a single line exceeds this width, the two-line format should be used. In addition to the most commonly used lock-up type—the Peak and Shield—we've illustrated Peak-only and State Seal lock-up examples for department names below.

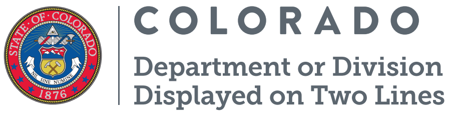

CO
DEPT
COLORADO
Department Name Here


CO
DEPT
COLORADO
Department or Division
Displayed on Two Lines


CO
COLORADO
Department Name Here


CO
COLORADO
Department or Division
Displayed on Two Lines


COLORADO
Department Name Here


COLORADO
Department or Division
Displayed on Two Lines

IN THIS SECTION:

ARCHITECTURE 4.1
Department Brand 4.1
Department Shield 4.2
Department Lock-up 4.3
Colors and Typefaces 4.4
Text Treatments **4.5**
DEPT SUB-BRANDS 4.6
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Beyond the Department Lock-up: Department Sub-brands

A department lock-up may be only the first in a number of lock-ups needed to effectively brand an entire department. Each department sub-brand may warrant its own lock-up. Sub-brands include, but are not limited to:

Divisions
Offices
Programs
Projects
Facilities
Centers
Consumer Facing Brands

There are several lock-up options* a department sub-brand may choose from, including:

Peak and Shield lock-up
Peak-only lock-up
State Seal lock-up
Acronym lock-up
Paired Brand lock-up

*These lock-up options are described in more detail on the following pages.

IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
Beyond the Dept. Lockup 4.6
Text Treatments 4.8
Dept Sub-brand Options 4.9
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Beyond the Department Lock-up: Department Sub-brands

Peak and Shield Lock-ups

This is the recommended lock-up type for most department sub-brands. The Peak and Shield are used along with the Colorado logotype and a text treatment that includes the name of the department and the name of the sub-brand. Below are two possible ways to display this content.

DEPT CO COLORADO
Department on One Line
Division on One Line

Peak and Shield Lock-up (Emphasis on the Department)

DEPT CO COLORADO
Division on One Line
Department on One Line

Peak and Shield Lock-up (Emphasis on the Sub-brand)

Alternate Options for Sub-brand Lock-ups

Alternate lock-up options are available when the above scenarios don't meet the needs of a department sub-brand. More detail on using each of these alternatives can be found later in this section.

CO COLORADO
Program or Project Name
Department or Division on One Line

Peak-only Lock-up

COLORADO
Office One Line
Department or Division on One Line

State Seal Lock-up

DEPT CO ABC
Acronym Full Name or Department Name

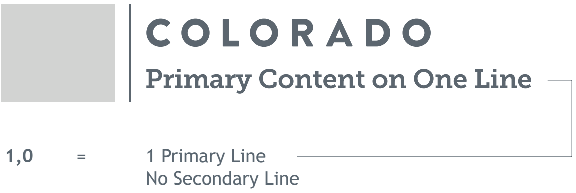
Acronym Lock-up

CO PROGRAM LOGO

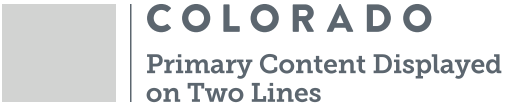
Paired Brand Lock-up

Department Sub-brand Lock-ups: Text Treatments

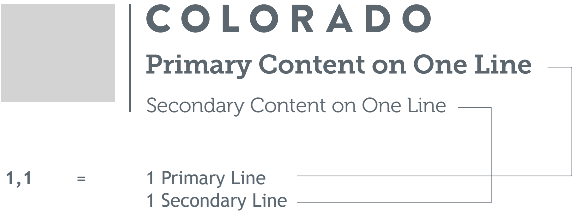
Every lock-up, with the exception of the Acronym option, allows for up to two pieces of content in the text treatment beneath the Colorado logotype. These two lines are described as the “primary line of content” and the “secondary line of content”. Either of these lines can be used for the department name or the department sub-brand name. If more emphasis should be placed on the sub-brand, then the sub-brand name should be placed in the primary line. If more emphasis should be placed on the department name, then the department name should be placed in the primary line.


COLORADO
Primary Content on One Line
1 Primary Line
No Secondary Line

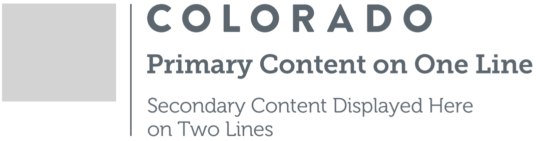
1,0 =


COLORADO
Primary Content Displayed on Two Lines

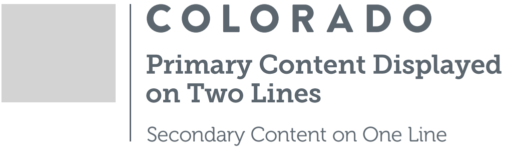
2,0


COLORADO
Primary Content on One Line
Secondary Content on One Line
1 Primary Line
1 Secondary Line

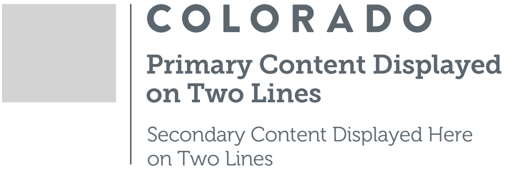
1,1 =


COLORADO
Primary Content on One Line
Secondary Content Displayed Here on Two Lines

1,2


COLORADO
Primary Content Displayed on Two Lines
Secondary Content on One Line

2,1


COLORADO
Primary Content Displayed on Two Lines
Secondary Content Displayed Here on Two Lines

2,2

In some cases a third level of content may need to be included on asset materials, such as business cards or letterhead. In this case the third level, or unit, should be displayed in the provided area on the asset, but not in the lock-up itself. If it is necessary to provide unit level information in a lock-up, please choose either the department name or sub-brand name to accompany the third level entity - but NOT both.

IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
Beyond the Dept. Lockup 4.6
Text Treatments **4.8**
Dept Sub-brand Options 4.9
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

Department Sub-brand Option: Peak & Shield Lock-up

All department sub-brands are eligible for their own Peak and Shield lock-up. Each Peak and Shield sub-brand lock-up allows for primary and secondary content lines as needed. The content displayed on these lines is usually the department name and sub-brand name. The order of the content is left to the discretion of the department.

CO DEPT
COLORADO
Primary Content on One Line

CO DEPT
COLORADO
Primary Content Displayed
on Two Lines

CO DEPT
COLORADO
Primary Content on One Line
Secondary Content on One Line

CO DEPT
COLORADO
Primary Content on One Line
Secondary Content Displayed Here
on Two Lines

CO DEPT
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content on One Line

CO DEPT
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content Displayed Here
on Two Lines

IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
Beyond the Dept. Lockup 4.6
Text Treatments 4.8
Dept Sub-brand Options **4.9**
LOCK-UP GUIDELINES 4.15
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LOCK-UP APPLICATION 4.28

Department Sub-brand Option: Peak-only Lock-up

A Peak-only lock-up is also available for any department sub-brand. It is often used for programs that are loosely associated with the department in which they are housed or for programs that span multiple departments. The Peak-only lock-up may be used in any case where it is not appropriate or desired to include a department Shield. Each Peak-only lock-up allows for primary and secondary content lines as needed. The content displayed on these lines is usually the department name and sub-brand name. The order of the content is left to the discretion of the department.

CO™
COLORADO
Primary Content on One Line

CO™
COLORADO
Primary Content Displayed
on Two Lines

CO™
COLORADO
Primary Content on One Line
Secondary Content on One Line

CO™
COLORADO
Primary Content on One Line
Secondary Content Displayed Here
on Two Lines

CO™
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content on One Line

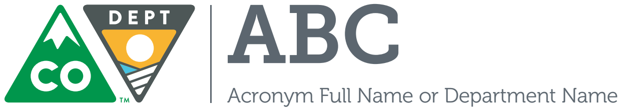
CO™
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content Displayed Here
on Two Lines

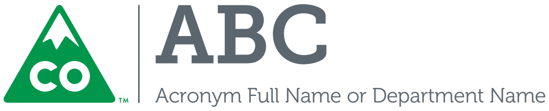
IN THIS SECTION:

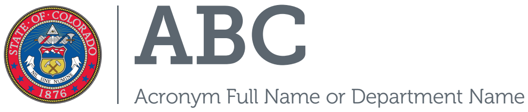
ARCHITECTURE 4.1
DEPT SUB-BRANDS **4.6**
Beyond the Dept. Lockup 4.6
Text Treatments 4.8
Dept Sub-brand Options **4.9**
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

Department Sub-brand Option: Acronym Lock-up

An Acronym lock-up is available for department sub-brands that are more widely recognized by their acronym than their full name. These are usually programs. An Acronym lock-up may use a Peak and Shield, Peak-only or a State Seal structure. The acronym part of the text treatment may not exceed 6 characters. Only one additional line of text is available when utilizing an Acronym lock-up. The additional line of text may be used for the deparment name or the full name of the acronym.


DEPT
CO
ABC
Acronym Full Name or Department Name


CO
ABC
Acronym Full Name or Department Name


STATE OF COLORADO
1876
ABC
Acronym Full Name or Department Name

IN THIS SECTION:

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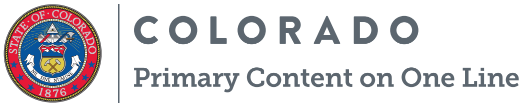
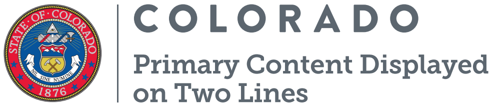
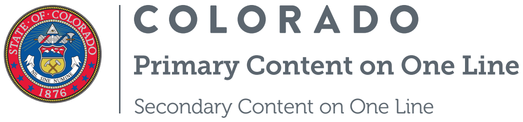
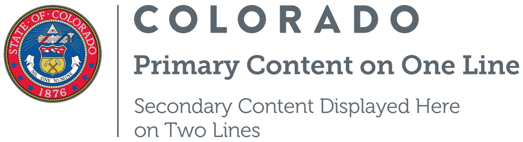
Department Sub-brand Option: State Seal Lock-up

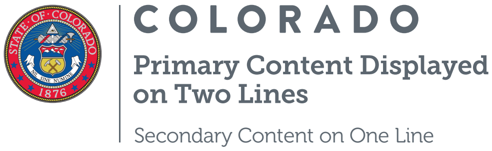
A State Seal lock-up may be used when a department or department sub-brand conducts serious, offical state business. Primary and secondary content lines are available for this type of lock-up. The content displayed on these lines is usually the department name and sub-brand name. The order of the content is left to the discretion of the department.

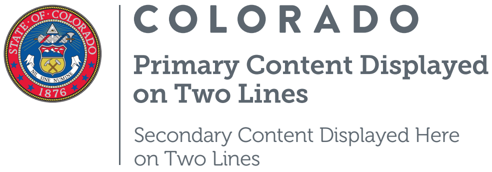

1876
COLORADO
Primary Content on One Line


1876
COLORADO
Primary Content Displayed
on Two Lines


1876
COLORADO
Primary Content on One Line
Secondary Content on One Line


1876
COLORADO
Primary Content on One Line
Secondary Content Displayed Here
on Two Lines


1876
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content on One Line


1876
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content Displayed Here
on Two Lines

IN THIS SECTION:

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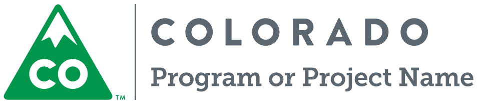
Department Sub-brand Option: Consumer Facing Brands

The Colorado master brand adds credibility and authority to its sub-brands. However, some department sub-brands have built significant mass-market equity in their existing individual identities. An example would be the Colorado Lottery. Sub-brands that are deemed to fit this category may continue to use their existing logo, with pre-approval from the Colorado Brand Office. To identify the relationship between the state government and sub-brand, it is acceptable to use a Peak-only lock-up, a Paired Brand lock-up, or an Endorsed Brand Strategy—where the Peak logo is used as a separate element from the Consumer Facing Brand's logo.

The following three strategies are available for Consumer Facing Brands and may be used interchangeably:

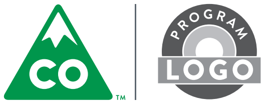
Peak-only Lock-up

Consumer Facing Brands may choose to use a Peak-only lock-up which omits a department Shield (see page 4.10 for more detail on this type of lock-up.)



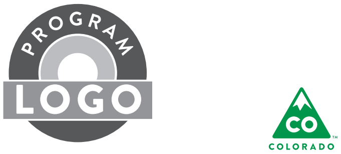
Paired Brand Lock-up

A Paired Brand lock-up may be used when a department sub-brand has an existing logo with broad public recognition but still wants to maintain a strong connection to the state. In this scenario, the Peak logo is positioned directly adjacent to the sub-brand logo in a Paired Brand lock-up.



Endorsed Brand Strategy

The Endorsed Brand Strategy allows a department sub-brand to maintain its current brand identity and stand on its own. A subtle connection back to the state is made through the inclusion of the Peak logo in a non-dominant position on associated marketing materials. The Peak logo serves as an "endorsement" of that sub-brand.



IN THIS SECTION:

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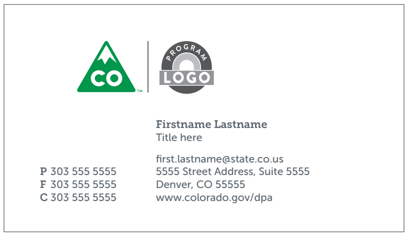
Consumer Facing Brands: The Brand Strategies in Use

To identify the relationship between the state government and a department sub-brand that is a Consumer Facing Brand, it is acceptable to use a Peak-only lock-up, a Paired Brand lock-up, or an Endorsed Brand Strategy. Below are suggested uses for a Paired Brand lockup and an Endorsed Brand Strategy. A Consumer Facing Brand may use both strategies interchangeably with the understanding that on most communications one or the other will be more useful or visually appealing.

Paired Brand Lock-up

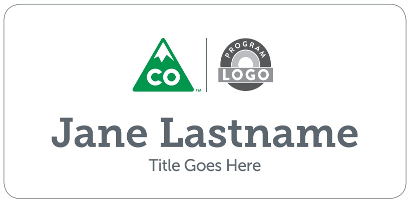
This strategy may be more visually appealing on small collateral such as business cards, name badges, letterhead, small website banner ads or other cases when there is limited space to display the two logos separately.


CO
PROGRAM
LOGO

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555


CO
PROGRAM
LOGO

Jane Lastname
Title Goes Here

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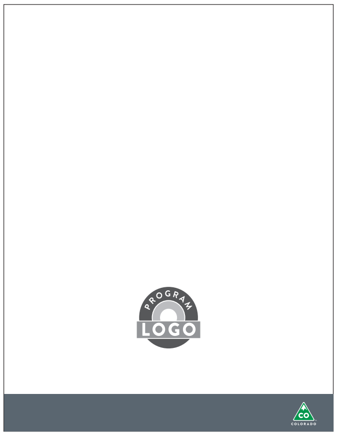
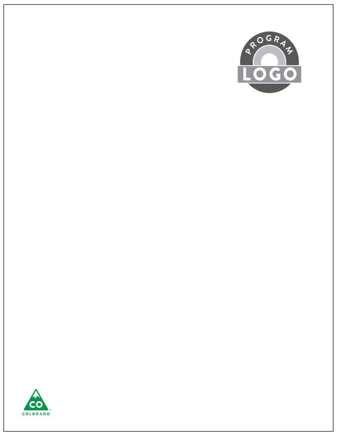
Endorsed Brand Strategy

This strategy may be more useful on advertisements, presentations, report covers and other consumer facing communications that allow for enough space to display the logos as described below.



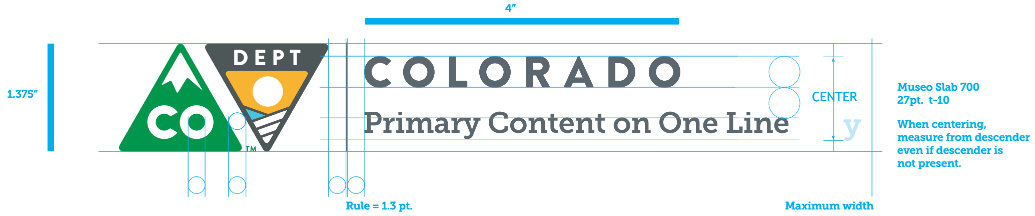


Endorsed Brand Strategy Treatment Guidelines

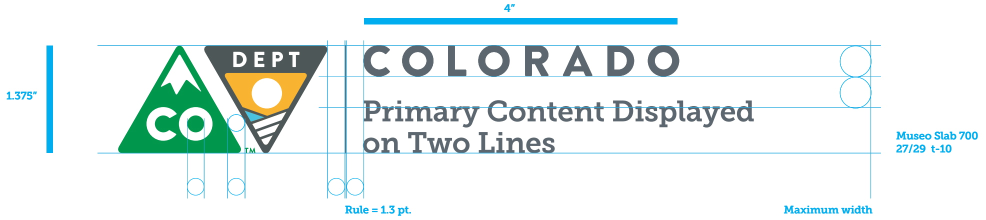
When using the Endorsed Brand Strategy, the Peak logo and the department sub-brand logo appear on communications as separate elements. When using the Endorsed Brand Strategy, place significant distance between the Peak logo and the sub-brand logo in order to maintain the integrity of each brand. The Peak logo should always appear on the same page as the sub-brand logo and should be no larger than the size of the sub-brand logo.

Lock-up Guidelines

1,0


4"
1.375"
DEPT
CO
TM
COLORADO
Primary Content on One Line
CENTER
y
Museo Slab 700
27pt. t-10
When centering, measure from descender even if descender is not present.
Rule = 1.3 pt.
Maximum width

2,0


4"
1.375"
DEPT
CO
TM
COLORADO
Primary Content Displayed on Two Lines
Museo Slab 700
27/29 t-10
Rule = 1.3 pt.
Maximum width

IN THIS SECTION:

ARCHITECTURE 4.1
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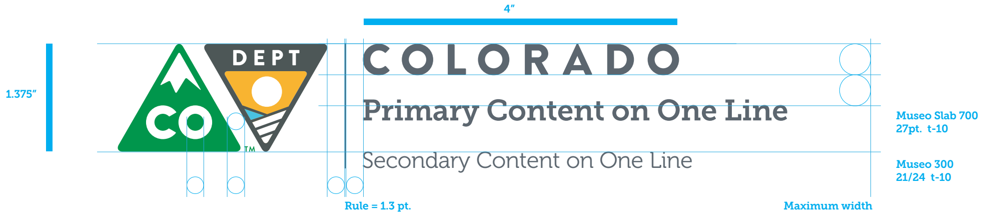
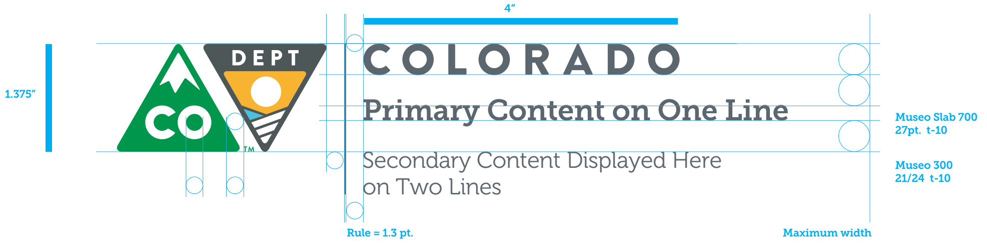
Lock-up Guidelines

1,1


4"
1.375"
DEPT
CO
TM
COLORADO
Primary Content on One Line
Secondary Content on One Line
Museo Slab 700
27pt. t-10
Museo 300
21/24 t-10
Rule = 1.3 pt.
Maximum width

1,2


4"
1.375"
DEPT
CO
TM
COLORADO
Primary Content on One Line
Secondary Content Displayed Here
on Two Lines
Museo Slab 700
27pt. t-10
Museo 300
21/24 t-10
Rule = 1.3 pt.
Maximum width

IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
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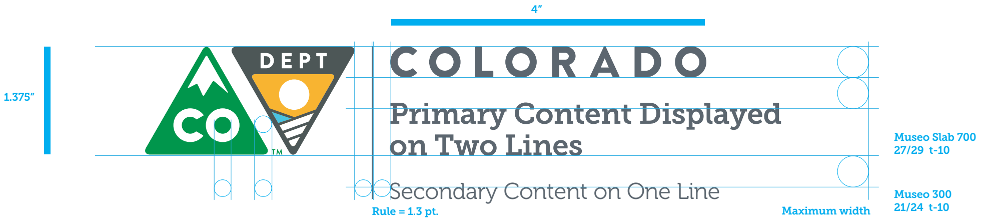
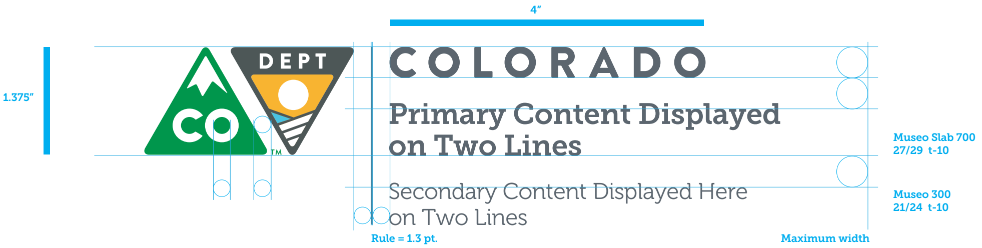
Lock-up Guidelines

2,1


4"
1.375"
DEPT
CO
TM
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content on One Line
Rule = 1.3 pt.
Maximum width
Museo Slab 700
27/29 t-10
Museo 300
21/24 t-10

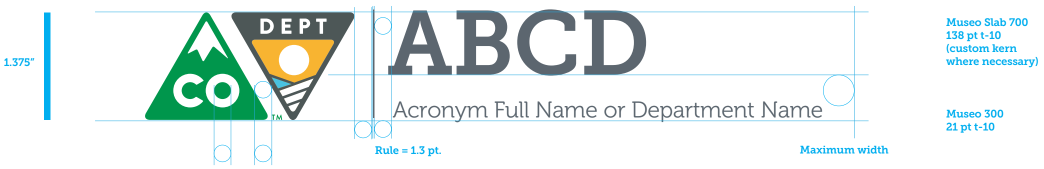
2,2

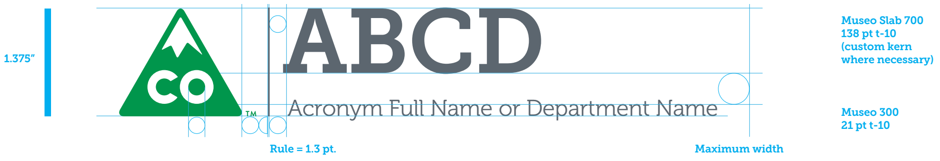

4"
1.375"
DEPT
CO
TM
COLORADO
Primary Content Displayed
on Two Lines
Secondary Content Displayed Here
on Two Lines
Rule = 1.3 pt.
Maximum width
Museo Slab 700
27/29 t-10
Museo 300
21/24 t-10

IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

Lock-up Guidelines


1.375"
DEPT
CO
TM
ABCD
Acronym Full Name or Department Name
Rule = 1.3 pt.
Maximum width
Museo Slab 700
138 pt t-10
(custom kern
where necessary)
Museo 300
21 pt t-10


1.375"
CO
TM
ABCD
Acronym Full Name or Department Name
Rule = 1.3 pt.
Maximum width
Museo Slab 700
138 pt t-10
(custom kern
where necessary)
Museo 300
21 pt t-10

IN THIS SECTION:

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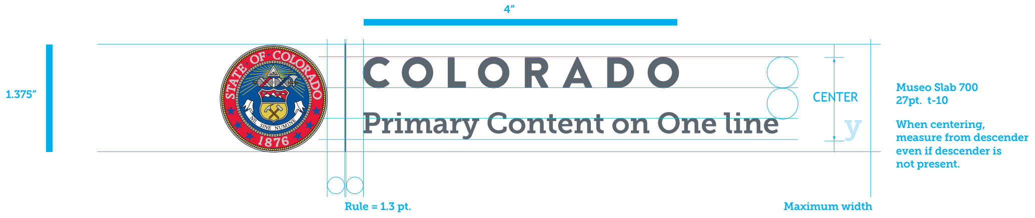
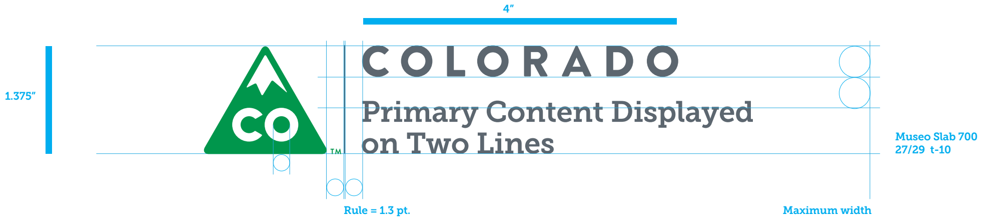
Lock-up Guidelines

Any of the primary and secondary line combinations from pages 4.15-4.17 can also be used with the State Seal lock-up and the Peak-only lock-up options. Use the guides shown on those pages in combination with the guidelines shown below.


4"
1.375"
COLORADO
Primary Content on One line
CENTER
y
Museo Slab 700
27pt. t-10
When centering, measure from descender even if descender is not present.
Rule = 1.3 pt.
Maximum width


4"
1.375"
CO
TM
COLORADO
Primary Content Displayed on Two Lines
Museo Slab 700
27/29 t-10
Rule = 1.3 pt.
Maximum width

IN THIS SECTION:

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DEPT SUB-BRANDS 4.6
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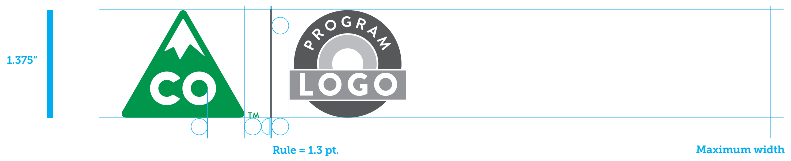
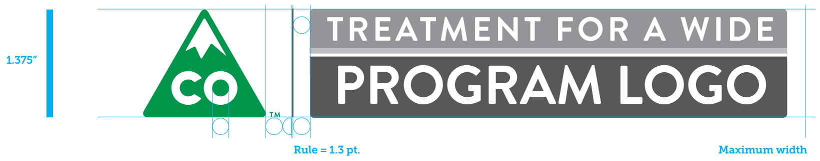
Consumer Facing Brands: Paired Brand Guidelines


1.375"
CO
TM
PROGRAM
LOGO
Rule = 1.3 pt.
Maximum width


1.375"
CO
TM
TREATMENT FOR A WIDE
PROGRAM LOGO
Rule = 1.3 pt.
Maximum width

IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
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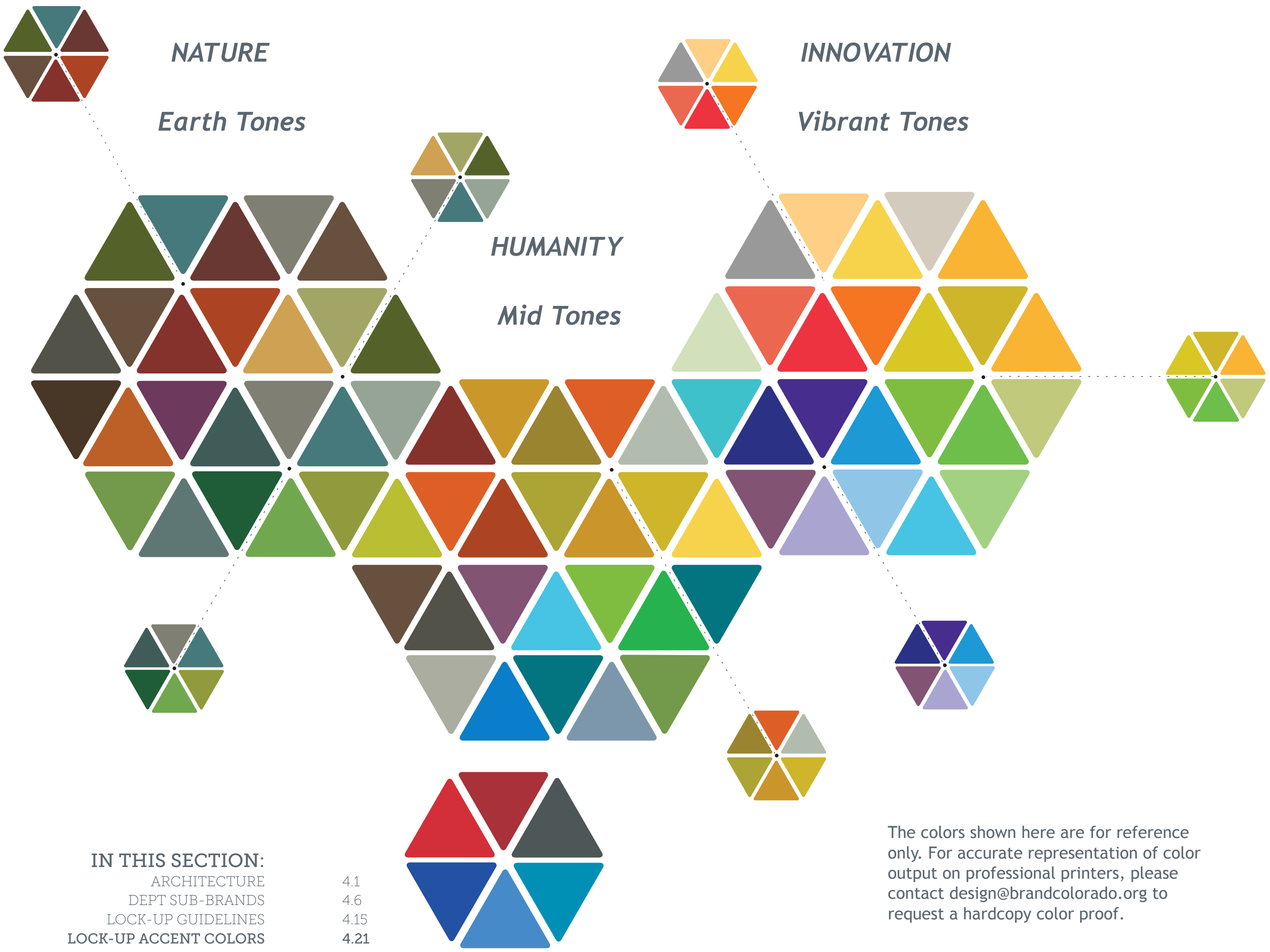
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28

The Department Accent Palette: Overview

The Department Accent Palette provides a range of colors inspired by the nature, humanity and innovation found in Colorado. The palette integrates earth tones, mid tones and vibrant tones, all of which harmonize with the brand's Primary Color Palette. There are more than two dozen palettes within the overall accent palette shown below as hexagons. Each department is encouraged to select a hexagonal palette to use as accents to the brand's primary colors. However, selecting individual colors from this broad spectrum is acceptable. Departments can develop a unity among divisions by adhering to the same accent colors. Deploy the department's accent colors in addition to the Colorado master brand's primary colors of green, slate and silver.



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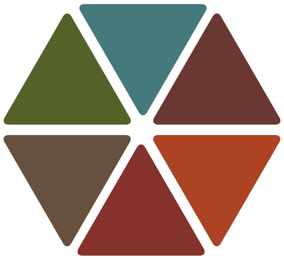
The colors shown here are for reference only. For accurate representation of color output on professional printers, please contact design@brandcolorado.org to request a hardcopy color proof.

The Department Accent Palette *(Nature / Earth Tones)*

No. 1



Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

Pantone 371C
CMYK: 64/42/100/31
RGB: 84/97/33
Hex: 546121

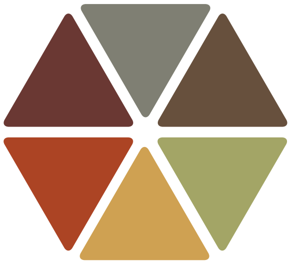
Pantone 498C
CMYK: 39/76/70/42
RGB: 106/56/51
Hex: 6a3833

Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

No. 2



Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 498C
CMYK: 39/76/70/42
RGB: 106/56/51
Hex: 6a3833

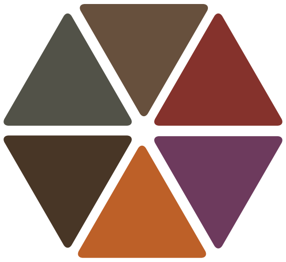
Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 5777C
CMYK: 39/26/72/2
RGB: 162/164/103
Hex: a2a467

Pantone 7407C
CMYK: 19/37/79/1
RGB: 206/159/81
Hex: ce9f51

No. 3



Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 418C
CMYK: 62/54/64/36
RGB: 82/82/73
Hex: 525249

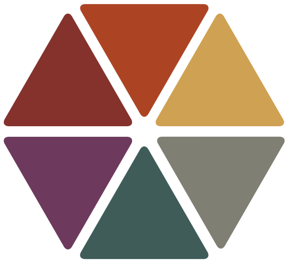
Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 7533C
CMYK: 53/63/76/56
RGB: 72/54/39
Hex: 483627

Pantone 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5d

Pantone 471C
CMYK: 20/70/100/8
RGB: 188/97/35
Hex: bc6123

No. 4



Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 7407C
CMYK: 19/37/79/1
RGB: 206/159/81
Hex: ce9f51

Pantone 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5d

Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 5477C
CMYK: 75/48/58/29
RGB: 63/91/87
Hex: 3f5b57

Pantone® is a registered trademark
of PANTONE Inc.'s color matching sytem.

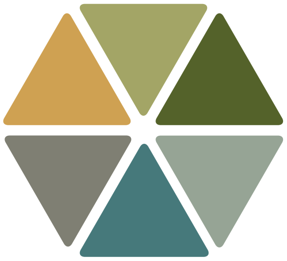
The Department Accent Palette *(Nature / Earth Tones)*

No. 5

Pantone 5777C
CMYK: 39/26/72/2
RGB: 162/164/103
Hex: a2a467

Pantone 7407C
CMYK: 19/37/79/1
RGB: 206/159/81
Hex: ce9f51

Pantone 371C
CMYK: 64/42/100/31
RGB: 84/97/33
Hex: 546121



Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 5635C
CMYK: 44/27/42/1
RGB: 149/164/149
Hex: 95a495

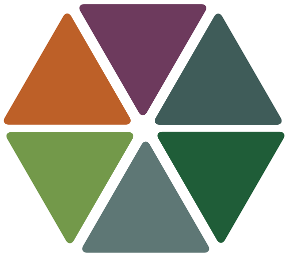
Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

No. 6

Pantone 5125C
CMYK: 56/84/39/24
RGB: 109/58/93
Hex: 6d3a5d

Pantone 471C
CMYK: 20/70/100/8
RGB: 188/97/35
Hex: bc6123

Pantone 5477C
CMYK: 75/48/58/29
RGB: 63/91/87
Hex: 3f5b57



Pantone 7490C
CMYK: 60/23/91/5
RGB: 115/152/73
Hex: 739849

Pantone 7483C
CMYK: 84/38/88/34
RGB: 35/92/55
Hex: 235c37

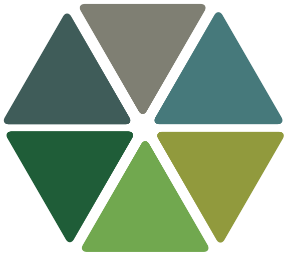
Pantone 5487C
CMYK: 65/41/49/13
RGB: 95/119/116
Hex: 5f7774

No. 7

Pantone 416C
CMYK: 51/42/52/10
RGB: 127/126/115
Hex: 7f7e73

Pantone 5477C
CMYK: 75/48/58/29
RGB: 63/91/87
Hex: 3f5b57

Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a



Pantone 7483C
CMYK: 84/38/88/34
RGB: 35/92/55
Hex: 235c37

Pantone 7495C
CMYK: 47/27/96/5
RGB: 144/153/61
Hex: 90993d

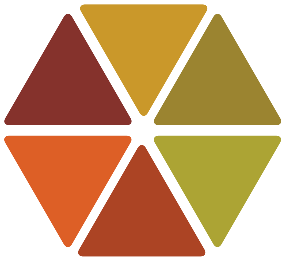
Pantone 7489C
CMYK: 61/14/92/1
RGB: 114/168/79
Hex: 72a84f

No. 8

Pantone 117C
CMYK: 21/39/100/1
RGB: 204/151/0
Hex: cc9700

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c

Pantone 112C
CMYK: 38/41/100/10
RGB: 157/131/15
Hex: 9d830f



Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 398C
CMYK: 36/26/100/2
RGB: 173/163/0
Hex: ada300

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

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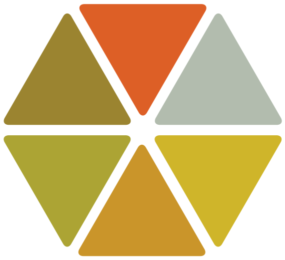
No. 9



Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 112C
CMYK: 38/41/100/10
RGB: 157/131/15
Hex: 9d830f

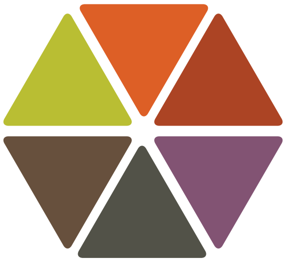
Pantone 5655C
CMYK: 32/18/31/0
RGB: 178/188/175
Hex: b2bcaf

Pantone 398C
CMYK: 36/26/100/2
RGB: 173/163/0
Hex: ada300

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 1245C
CMYK: 21/42/100/2
RGB: 201/145/13
Hex: c9910d

No. 10



Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

Pantone 583C
CMYK: 32/13/100/0
RGB: 185/190/16
Hex: b9be10

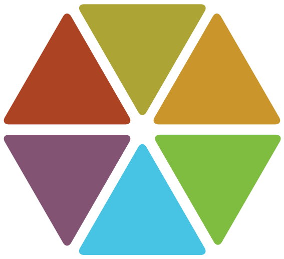
Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

Pantone 7532C
CMYK: 49/58/73/37
RGB: 101/80/60
Hex: 65503c

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 418C
CMYK: 62/54/64/36
RGB: 82/82/73
Hex: 525249

No. 11



Pantone 398C
CMYK: 36/26/100/2
RGB: 173/163/0
Hex: ada300

Pantone 1675C
CMYK: 23/84/100/14
RGB: 173/67/28
Hex: ad431c

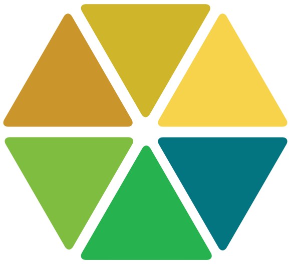
Pantone 1245C
CMYK: 21/42/100/2
RGB: 201/145/13
Hex: c9910d

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

No. 12



Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 1245C
CMYK: 21/42/100/2
RGB: 201/145/13
Hex: c9910d

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 7474C
CMYK: 99/37/44/10
RGB: 0/116/128
Hex: 007480

Pantone 7481C
CMYK: 90/0/97/0
RGB: 0/180/79
Hex: 00b44f

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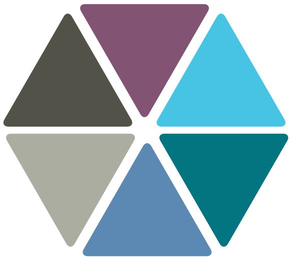
No. 13

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 418C
CMYK: 62/54/64/36
RGB: 82/82/73
Hex: 525249

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df



Pantone 7537C
CMYK: 35/26/36/0
RGB: 169/171/160
Hex: a9aba0

Pantone 7474C
CMYK: 99/37/44/10
RGB: 0/116/128
Hex: 007480

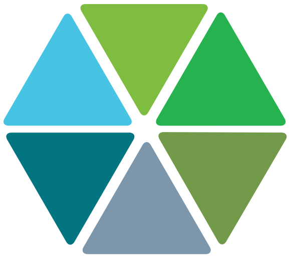
Pantone 660C
CMYK: 75/47/0/0
RGB: 64/124/202
Hex: 407cca

No. 14

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

Pantone 7481C
CMYK: 90/0/97/0
RGB: 0/180/79
Hex: 00b44f



Pantone 7474C
CMYK: 99/37/44/10
RGB: 0/116/128
Hex: 007480

Pantone 7490C
CMYK: 60/23/91/5
RGB: 115/152/73
Hex: 739849

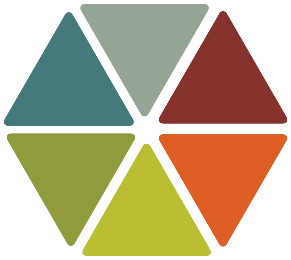
Pantone 5425C
CMYK: 55/32/24/0
RGB: 124/151/171
Hex: 7c97ab

No. 15

Pantone 5635C
CMYK: 44/27/42/1
RGB: 149/164/149
Hex: 95a495

Pantone 7475C
CMYK: 75/38/47/11
RGB: 70/121/122
Hex: 46797a

Pantone 181C
CMYK: 31/86/81/32
RGB: 132/50/44
Hex: 84322c



Pantone 7495C
CMYK: 47/27/96/5
RGB: 144/153/61
Hex: 90993d

Pantone 1595C
CMYK: 9/76/100/1
RGB: 220/95/19
Hex: dc5f13

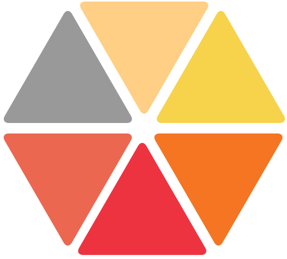
Pantone 583C
CMYK: 32/13/100/0
RGB: 185/190/16
Hex: b9be10

No. 16

Pantone 1345C
CMYK: 0/20/54/0
RGB: 254/207/132
Hex: fecf84

Pantone Cool Gray 7C
CMYK: 42/35/35/1
RGB: 153/152/153
Hex: 999899

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b



Pantone 7416C
CMYK: 3/74/70/0
RGB: 235/104/81
Hex: eb6851

Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Pantone Red 032C
CMYK: 0/93/76/0
RGB: 246/50/62
Hex: f6323e

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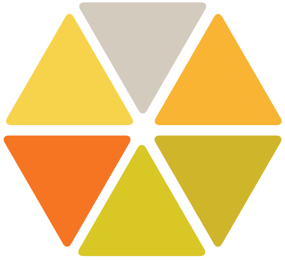
No. 17

Pantone 7534C
CMYK: 17/16/24/0
RGB: 211/204/188
Hex: d3ccbc

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

Pantone 143C
CMYK: 2/32/92/0
RGB: 246/179/51
Hex: f6b333



Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

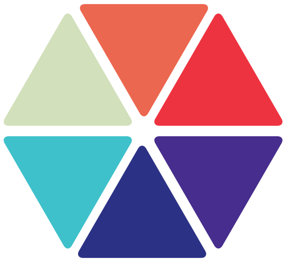
Pantone 611C
CMYK: 18/14/100/0
RGB: 216/199/34
Hex: d8c722

No. 18

Pantone 7416C
CMYK: 3/74/70/0
RGB: 235/104/81
Hex: eb6851

Pantone 7485C
CMYK: 18/4/31/0
RGB: 209/221/186
Hex: d1ddba

Pantone Red 032C
CMYK: 0/93/76/0
RGB: 246/50/62
Hex: f6323e



Pantone 319C
CMYK: 65/0/21/0
RGB: 37/202/211
Hex: 25cad3

Pantone Violet C
CMYK: 89/100/1/2
RGB: 67/0/152
Hex: 430098

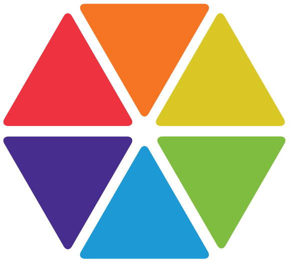
Pantone 2746C
CMYK: 100/97/10/4
RGB: 16/30/142
Hex: 101e8e

No. 19

Pantone 158C
CMYK: 2/66/100/0
RGB: 239/117/33
Hex: ef7521

Pantone Red 032C
CMYK: 0/93/76/0
RGB: 246/50/62
Hex: f6323e

Pantone 611C
CMYK: 18/14/100/0
RGB: 216/199/34
Hex: d8c722



Pantone Violet C
CMYK: 89/100/1/2
RGB: 67/0/152
Hex: 430098

Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

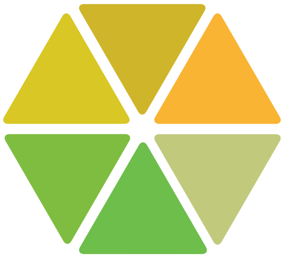
Pantone 2925C
CMYK: 76/25/0/0
RGB: 0/154/221
Hex: 009add

No. 20

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 611C
CMYK: 18/14/100/0
RGB: 216/199/34
Hex: d8c722

Pantone 143C
CMYK: 2/32/92/0
RGB: 246/179/51
Hex: f6b333



Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 7492C
CMYK: 27/10/63/0
RGB: 194/202/127
Hex: c2ca7f

Pantone 360C
CMYK: 61/0/96/0
RGB: 108/192/73
Hex: 6cc049

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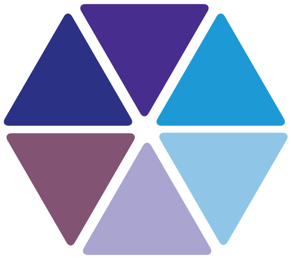
No. 21



Pantone Violet C
CMYK: 89/100/1/2
RGB: 67/0/152
Hex: 430098

Pantone 2746C
CMYK: 100/97/10/4
RGB: 16/30/142
Hex: 101e8e

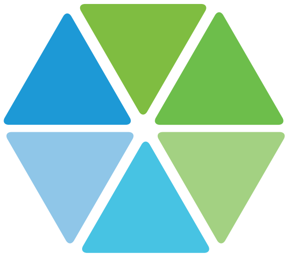
Pantone 2925C
CMYK: 76/25/0/0
RGB: 0/154/221
Hex: 009add

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 2905C
CMYK: 41/8/2/0
RGB: 143/198/232
Hex: 8fc6e8

Pantone 2705C
CMYK: 33/33/0/0
RGB: 169/163/223
Hex: a9a3df

No. 22



Pantone 376C
CMYK: 55/3/100/0
RGB: 130/188/0
Hex: 82bc00

Pantone 2925C
CMYK: 76/25/0/0
RGB: 0/154/221
Hex: 009add

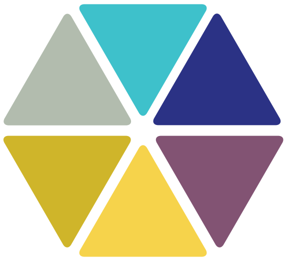
Pantone 360C
CMYK: 61/0/96/0
RGB: 108/192/73
Hex: 6cc049

Pantone 2905C
CMYK: 41/8/2/0
RGB: 143/198/232
Hex: 8fc6e8

Pantone 359C
CMYK: 39/0/64/0
RGB: 162/214/131
Hex: a2d683

Pantone 637C
CMYK: 61/2/8/0
RGB: 77/193/223
Hex: 4dc1df

No. 23



Pantone 319C
CMYK: 65/0/21/0
RGB: 37/202/211
Hex: 25cad3

Pantone 5655C
CMYK: 32/18/31/0
RGB: 178/188/175
Hex: b2bcaf

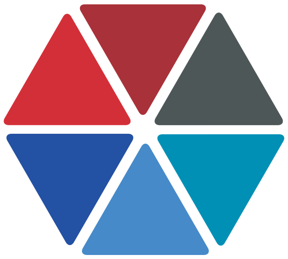
Pantone 2746C
CMYK: 100/97/10/4
RGB: 16/30/142
Hex: 101e8e

Pantone 606C
CMYK: 22/23/100/0
RGB: 209/180/0
Hex: d1b400

Pantone 5135C
CMYK: 51/74/34/11
RGB: 129/83/116
Hex: 815374

Pantone 128C
CMYK: 3/14/82/0
RGB: 247/212/75
Hex: f7d44b

No. 24



Pantone 1807C
CMYK: 24/92/78/15
RGB: 189/59/66
Hex: bd3b42

Pantone 1797C
CMYK: 12/95/84/2
RGB: 215/50/57
Hex: d73239

Pantone 445C
CMYK: 68/54/55/30
RGB: 78/87/88
Hex: 4e5758

Pantone 2728C
CMYK: 94/78/0/0
RGB: 37/81/163
Hex: 2551a3

Pantone 7704C
CMYK: 96/34/21/0
RGB: 0/116/152
Hex: 007498

Pantone 279C
CMYK: 71/37/0/0
RGB: 72/139/201
Hex: 488bc9

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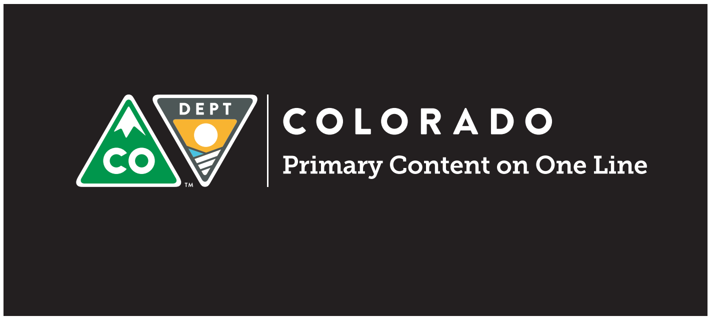
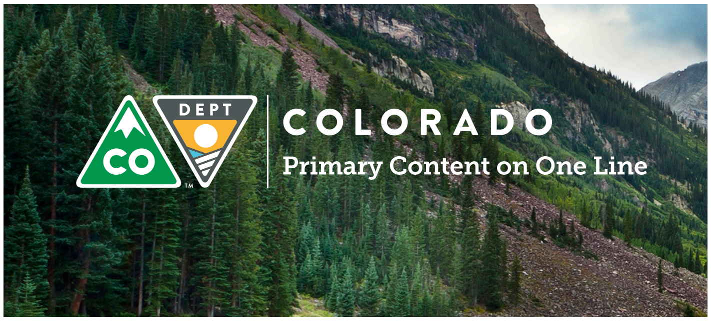
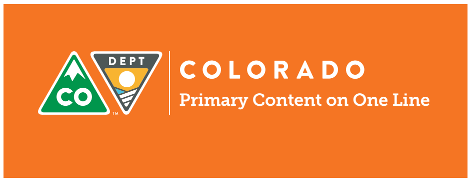
Reverse Application

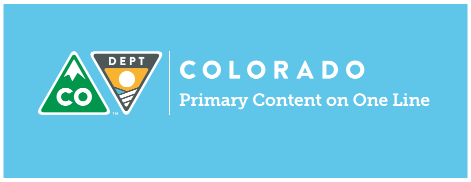
Color Outlined Reverse Lock-up

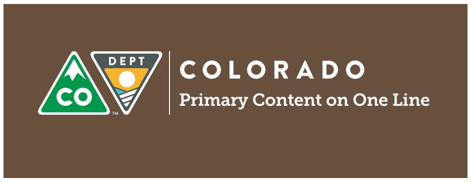
The color outlined reverse logo lock-up can be used when placing the logo on a colored background, over a photograph, or when it is helpful to achieve a balanced layout.

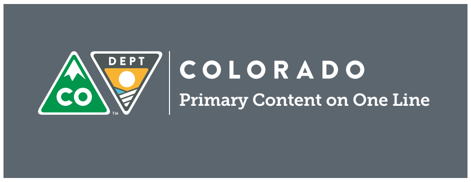

DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line

IN THIS SECTION:

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LOCK-UP APPLICATION 4.28
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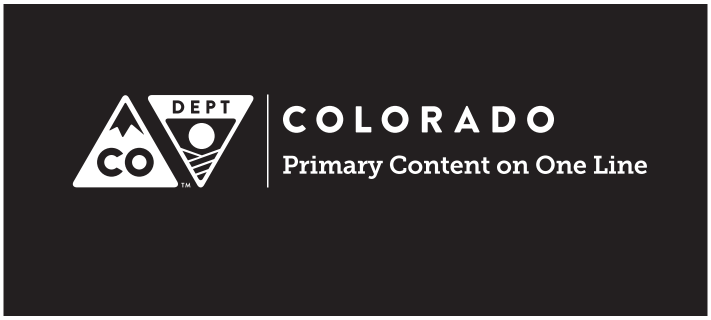
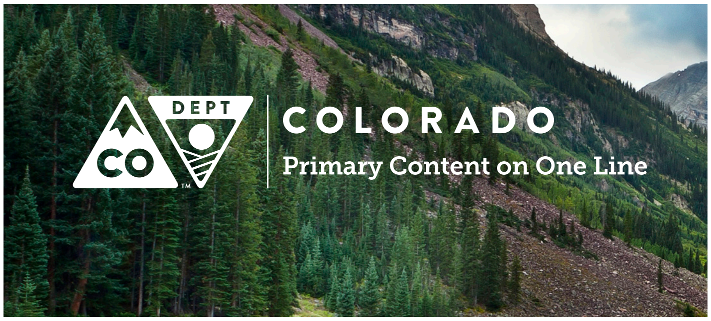
Minimum Size 4.32
Don't 4.33

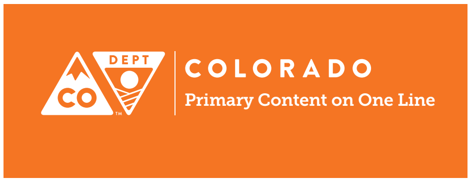
Reverse Application

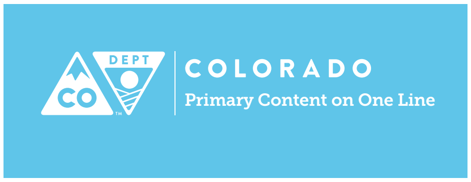

DEPT
CO
COLORADO
Primary Content on One Line

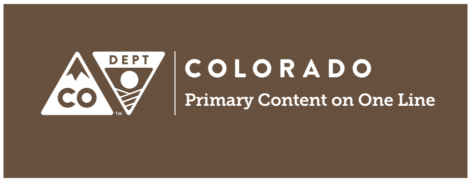
White Reverse Lock-up

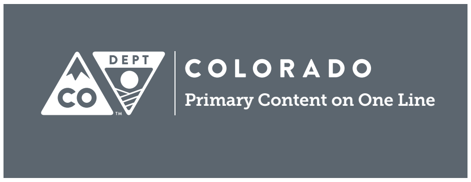
The white reverse logo lock-up can be used when reinforcing the brand colors is not necessary, or when it is helpful to achieve a balanced layout.


DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line

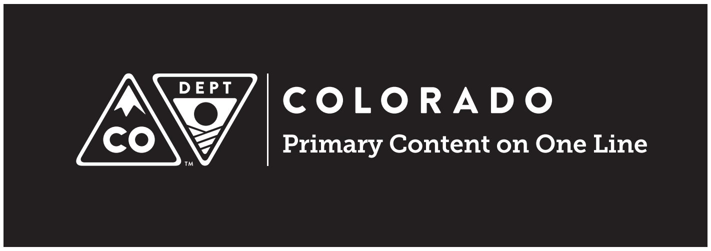

DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line

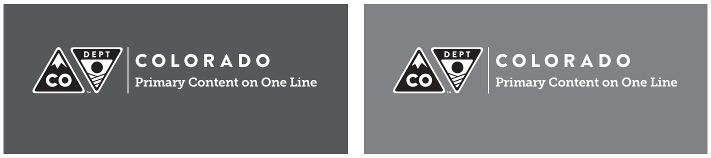
IN THIS SECTION:

ARCHITECTURE 4.1
DEPT SUB-BRANDS 4.6
LOCK-UP GUIDELINES 4.15
LOCK-UP ACCENT COLORS 4.21
LOCK-UP APPLICATION 4.28
Reverse Application 4.28
Black & White Application 4.30
Clear Zone 4.31
Minimum Size 4.32
Don't 4.33

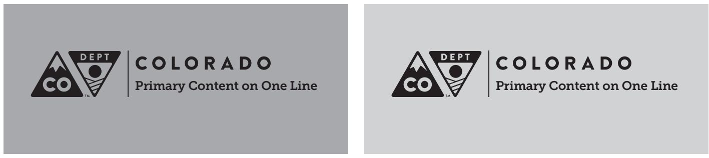
Black and White Applications


DEPT
CO
COLORADO
Primary Content on One Line

DEPT
CO
COLORADO
Primary Content on One Line


DEPT
CO
COLORADO
Primary Content on One Line
DEPT
CO
COLORADO
Primary Content on One Line

Use the one-color reverse Peak logo when the background is darker than approximately 50% black.


DEPT
CO
COLORADO
Primary Content on One Line
DEPT
CO
COLORADO
Primary Content on One Line

Use the primary Peak logo in black when the background is lighter than approximately 50% black.

Black and White Reverse Lock-ups

When color is not available, it is acceptable to use the white reverse logo lock-up to print on dark backgrounds. Use this version when the background is approximately 50% grayscale or darker. When the background is lighter than 50% grayscale, use the logo lock-up in black.

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ARCHITECTURE 4.1
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Black & White Application 4.30
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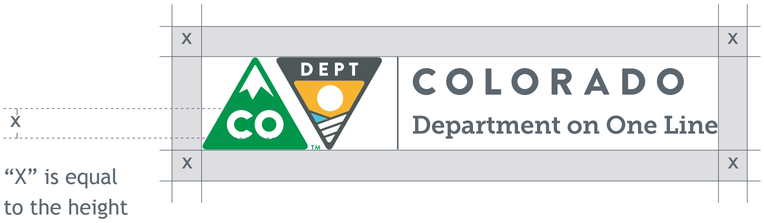
Minimum Size 4.32
Don't 4.33

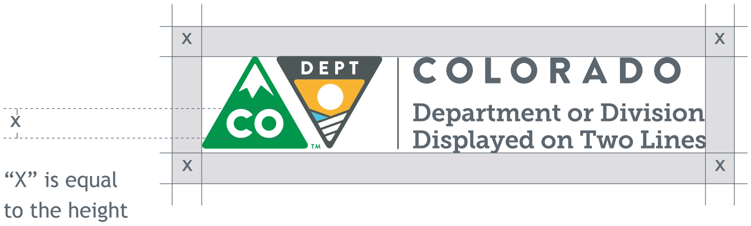
Clear Zone

The department, division, project and program logo lock-up should always have a clear zone surrounding it in order to maintain its integrity.

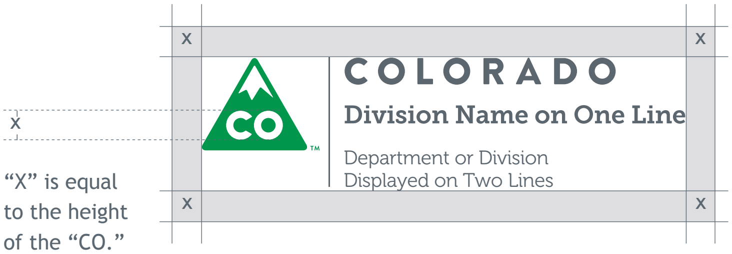
Leave a clear zone equal to “x” or greater, where “x” is equal to the height of the “CO” inside the Peak logo. When possible, leave more clear space than the minimum indicated here.


x
x
x
x
x
DEPT
CO
COLORADO
Department on One Line

“X” is equal
to the height
of the “CO.”


x
x
x
x
x
DEPT
CO
COLORADO
Department or Division
Displayed on Two Lines

“X” is equal
to the height
of the “CO.”


x
x
x
x
x
CO
COLORADO
Division Name on One Line
Department or Division
Displayed on Two Lines

“X” is equal
to the height
of the “CO.”

IN THIS SECTION:

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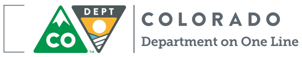
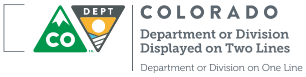
Reverse Application 4.28
Black & White Application 4.30
Clear Zone **4.31**
Minimum Size 4.32
Don’t 4.33

Minimum Size

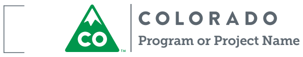
1/4” high


DEPT
CO
COLORADO
Department on One Line

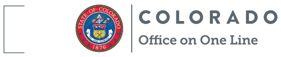
1/4” high


DEPT
CO
COLORADO
Department or Division
Displayed on Two Lines
Department or Division on One Line

1/4” high


CO
COLORADO
Program or Project Name

1/4” high


COLORADO
Office on One Line

Only use the logo lock-ups at 1/4” or larger in height, with the “height” defined by the height of the Peak logo. Measure from the base of the Peak logo to the top of the Peak logo.

IN THIS SECTION:

ARCHITECTURE 4.1
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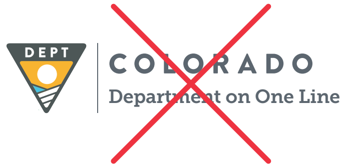
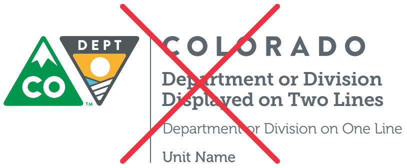
Black & White Application 4.30
Clear Zone 4.31
Minimum Size **4.32**
Don’t 4.33

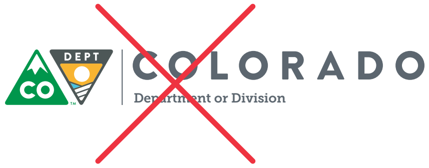
Don'ts


DEPT
COLORADO
Department on One Line

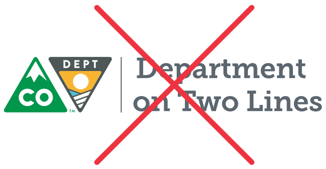
Do not use a Shield without the Peak logo.


CO
DEPT
COLORADO
Department or Division
Displayed on Two Lines
Department or Division on One Line
Unit Name

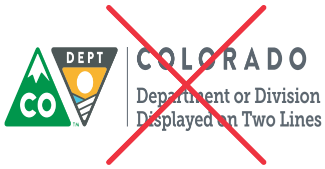
Do not use or add an additional line to any lock-up.


CO
DEPT
COLORADO
Department or Division

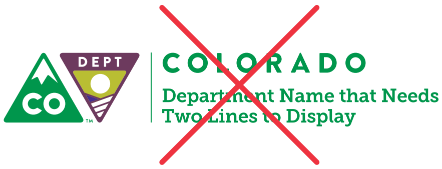
Do not change the size and spacing of the content in a lock-up from those indicated on pages 4.10-4.18.


CO
DEPT
Department
on Two Lines

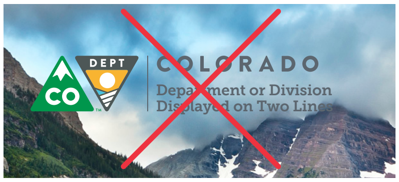
Do not remove the Colorado logotype from the lock-up except in the case of an acronym or paired brand lock-up. See pages 4.13-4.14 and 4.18.


CO
DEPT
COLORADO
Department or Division
Displayed on Two Lines

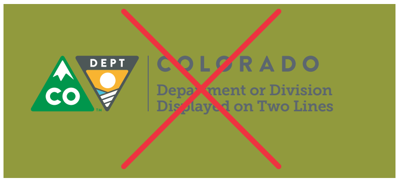
Do not scale disproportionately. Hold the shift key while scaling to maintain proportions in most software programs.


CO
DEPT
COLORADO
Department Name that Needs
Two Lines to Display

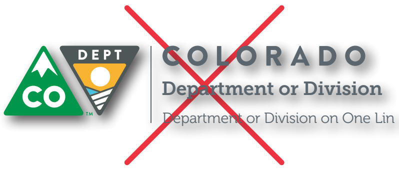
Do not change the colors in the Shield or lock-up.


CO
DEPT
COLORADO
Department or Division
Displayed on Two Lines

Do not place the primary lock-up on a colored background. Instead use one of the reverse applications of the lock-up. See pages 4.28-4.30.


CO
DEPT
COLORADO
Department or Division
Displayed on Two Lines

Do not place on an image or colored background. Instead use one of the reverse versions of the lock-up. See pages 4.28-4.30.


CO
DEPT
COLORADO
Department or Division
Department or Division on One Lin

Do not place a glow or drop-shadow behind the lock-up.

IN THIS SECTION:

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Reverse Application 4.28
Black & White Applications 4.30
Clear Zone 4.31
Minimum Size 4.32
Don't **4.33**

Section Five

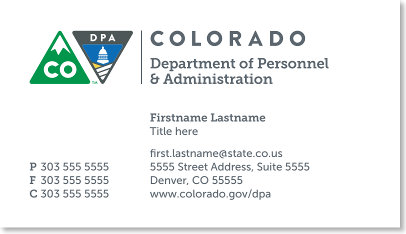
THE
EXAMPLES

COLORADO

Version: 10/14

Business Card (Front)

Department shield, Department only



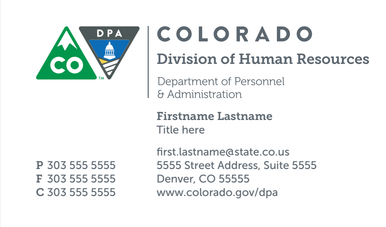
COLORADO
Department of Personnel
& Administration

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

Department shield, Division, Department



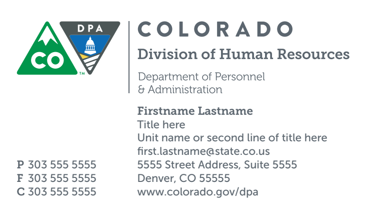
COLORADO
Division of Human Resources
Department of Personnel
& Administration

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

Department shield, Division, Department, Unit

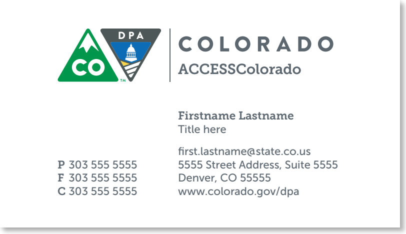


COLORADO
Division of Human Resources
Department of Personnel
& Administration

Firstname Lastname
Title here
Unit name or second line of title here
first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

Department shield, Program only



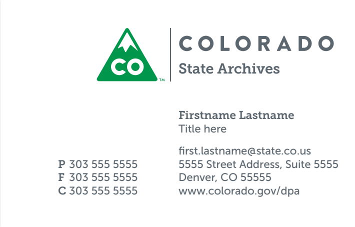
COLORADO
ACCESSColorado

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

No shield, Program only



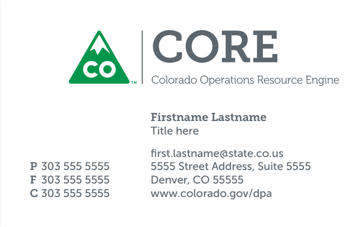
COLORADO
State Archives

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

No shield, Program acronym, Program name



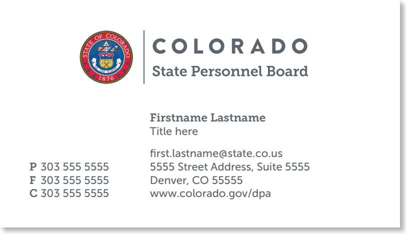
CORE
Colorado Operations Resource Engine

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

State Seal, Division only



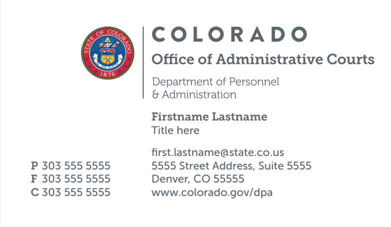
COLORADO
State Personnel Board

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

State Seal, Office, Department



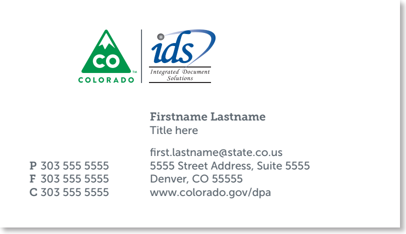
COLORADO
Office of Administrative Courts
Department of Personnel
& Administration

Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

No shield, Program logo

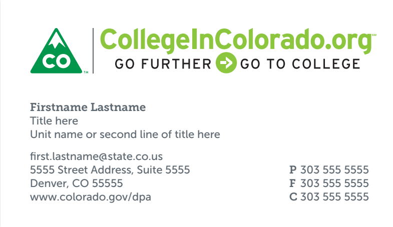


Firstname Lastname
Title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

No shield, Program logo (long)



CollegeInColorado.org
GO FURTHER GO TO COLLEGE

Firstname Lastname
Title here
Unit name or second line of title here

first.lastname@state.co.us
5555 Street Address, Suite 5555
Denver, CO 55555
www.colorado.gov/dpa

P 303 555 5555
F 303 555 5555
C 303 555 5555

For information on how to order business cards and available thermography printing options, see the “FAQ” page at www.brandcolorado.gov.

For guidelines on treatments for long titles and units, view “Using brandCOLORADO Templates: Business Cards” at bit.ly/1nykBK1.

Having trouble? Visit the “FAQ” page at www.brandcolorado.gov.

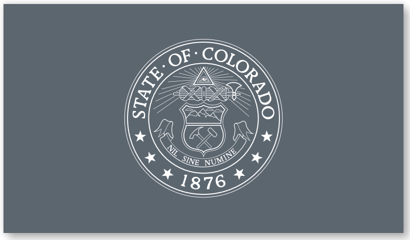
Examples shown are not comprehensive.

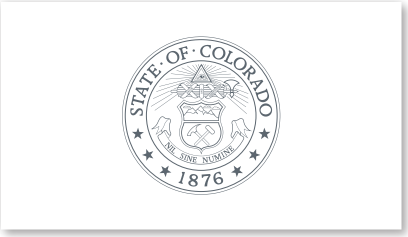
IN THIS SECTION:

BUSINESS CARDS 5.1
LETTERHEAD 5.3
ENVELOPES 5.4
NAME BADGES 5.5

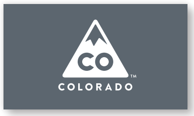
Business Card (Back)

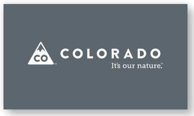
The following designs are available for the back of the business card.


STATE · OF · COLORADO
NIL SINE NUMINE
1876

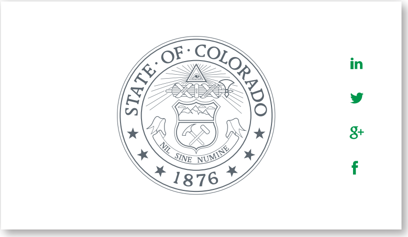

STATE · OF · COLORADO
NIL SINE NUMINE
1876

recommended options


CO
COLORADO


CO
COLORADO
It's our nature.

additional options


STATE · OF · COLORADO
NIL SINE NUMINE
1876
in
g+
f

For information on how to order business cards and available thermography printing options, see the "FAQ" page at www.brandcolorado.gov.

For guidelines on treatments for long titles and units, view "Using brandCOLORADO Templates: Business Cards" at bit.ly/1nykBK1.

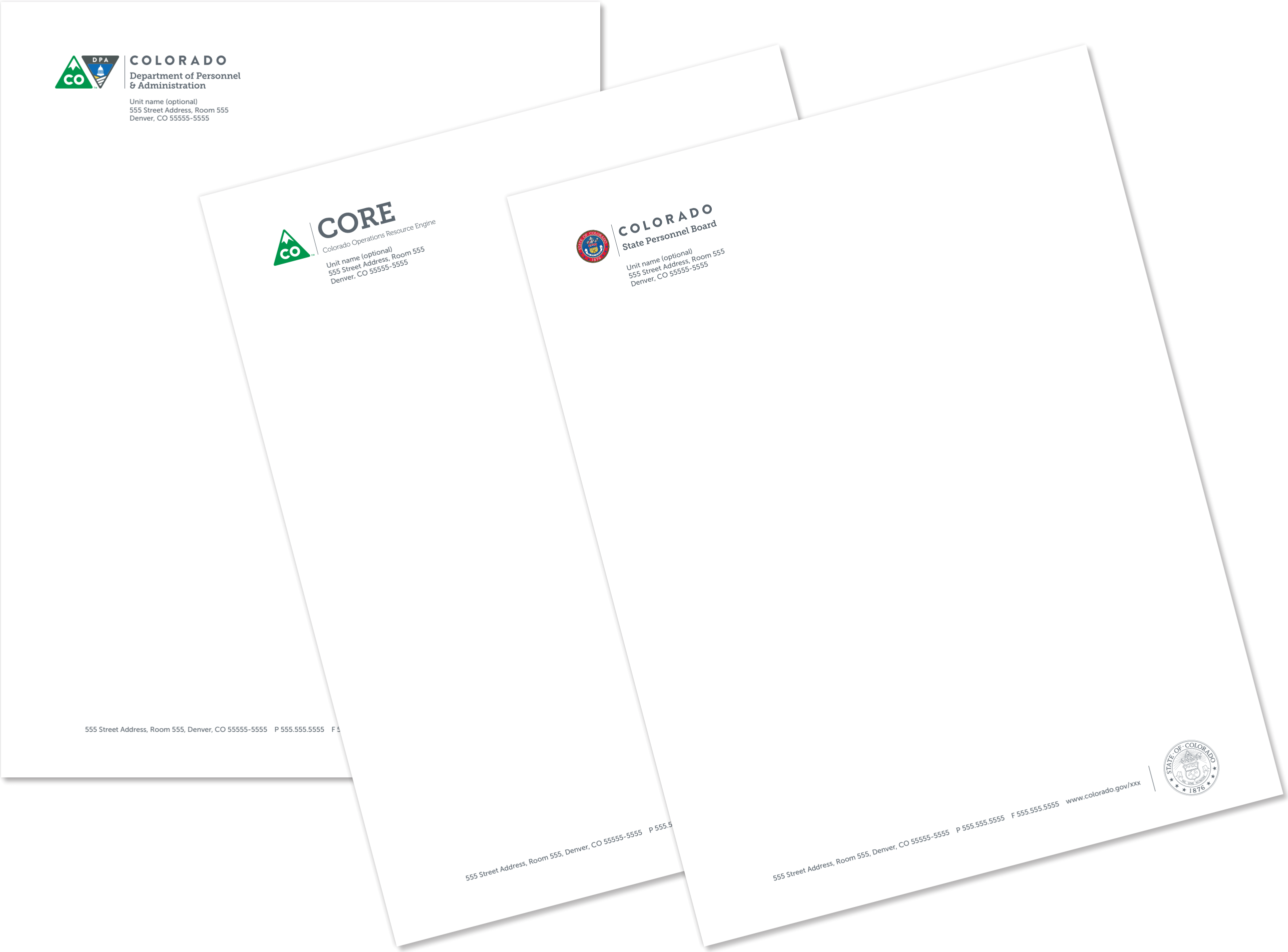
Having trouble? Visit the "FAQ" page at www.brandcolorado.gov.

IN THIS SECTION:

BUSINESS CARDS 5.1
LETTERHEAD 5.3
ENVELOPES 5.4
NAME BADGES 5.5

Letterhead

Pre-printed letterhead is available for each division, program or project


COLORADO
Department of Personnel
& Administration
Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.555.5555 F 5

CORE
Colorado Operations Resource Engine
Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.5

COLORADO
State Personnel Board
Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.555.5555 F 555.555.5555 www.colorado.gov/xxx

For information on how to order letterhead and available thermography printing options, see the "FAQ" page at www.brandcolorado.gov.

For guidelines on handling long addresses and additional footer information, direct your print vendor to view "Using brandCOLORADO Templates: Letterhead — Indesign" at bit.ly/1qMg2em.

Having trouble? Visit the "FAQ" page at www.brandcolorado.gov.

Examples shown are not comprehensive.

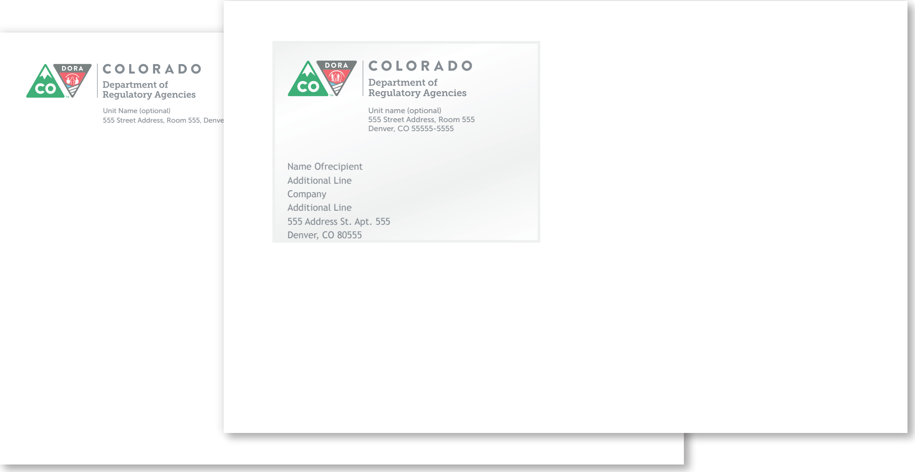
IN THIS SECTION:

BUSINESS CARDS 5.1
LETTERHEAD 5.3
ENVELOPES 5.4
NAME BADGES 5.5

Envelopes

Window Envelope

Logo Lock-up and address information from letterhead is positioned to be visible in the window of a 6.5” x 9” envelope.



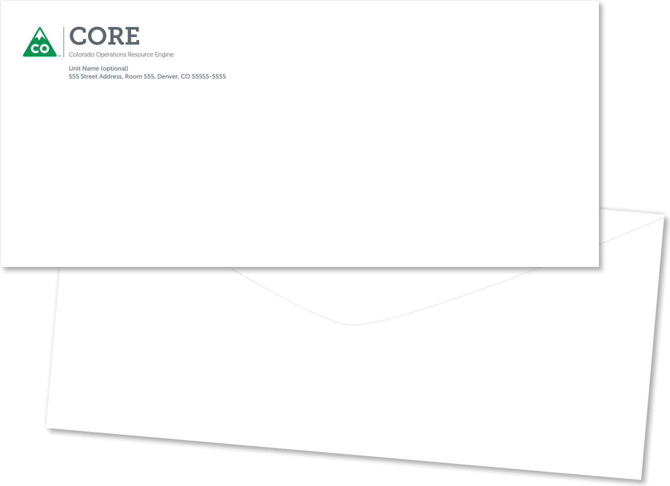
COLORADO
Department of
Regulatory Agencies
Unit Name (optional)
555 Street Address, Room 555, Denve

COLORADO
Department of
Regulatory Agencies
Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

Name Ofrecipient
Additional Line
Company
Additional Line
555 Address St. Apt. 555
Denver, CO 80555

Regular #10 Envelope

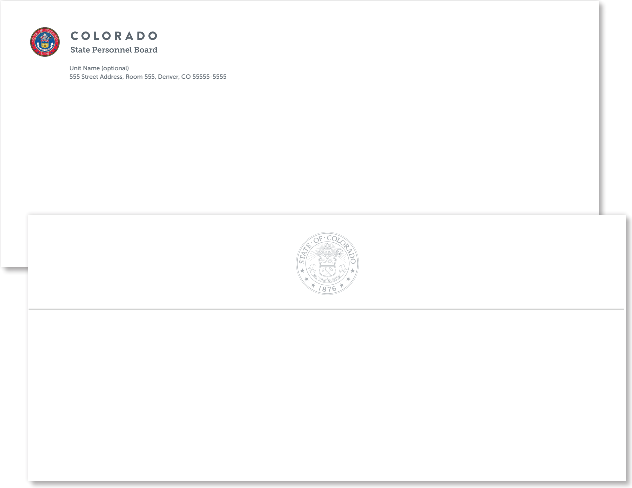
Logo Lock-up and address information pre-printed on #10 envelopes.



CORE
Colorado Operations Resource Engine
Unit Name (optional)
555 Street Address, Room 555, Denver, CO 55555-5555

#10 Envelope for Special Use

Logo Lock-up and address information pre-printed on #10 envelopes with straight flap at back. State Seal is printed on the flap.



COLORADO
State Personnel Board
Unit Name (optional)
555 Street Address, Room 555, Denver, CO 55555-5555

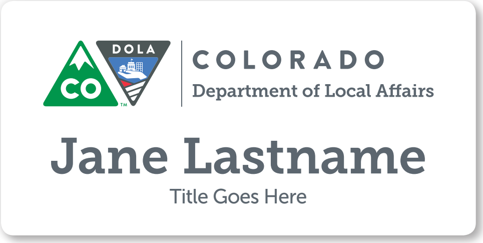
For information on how to order envelopes, see the “FAQ” page at www.brandcolorado.gov.

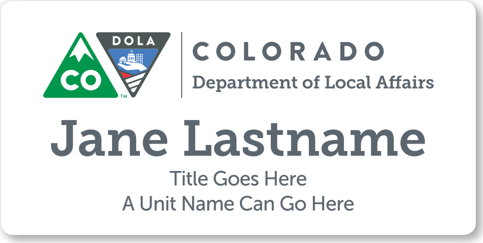
Having trouble? Visit the “FAQ” page at www.brandcolorado.gov.

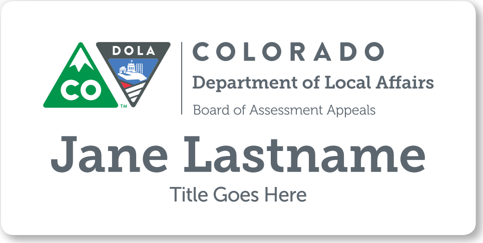
Examples shown are not comprehensive.

Name Badges

Magnetic Name Badges


DOLA
CO
COLORADO
Department of Local Affairs
Jane Lastname
Title Goes Here


DOLA
CO
COLORADO
Department of Local Affairs
Jane Lastname
Title Goes Here
A Unit Name Can Go Here


DOLA
CO
COLORADO
Department of Local Affairs
Board of Assessment Appeals
Jane Lastname
Title Goes Here

For information on how to order name badges, see the "FAQ" page at www.brandcolorado.gov.

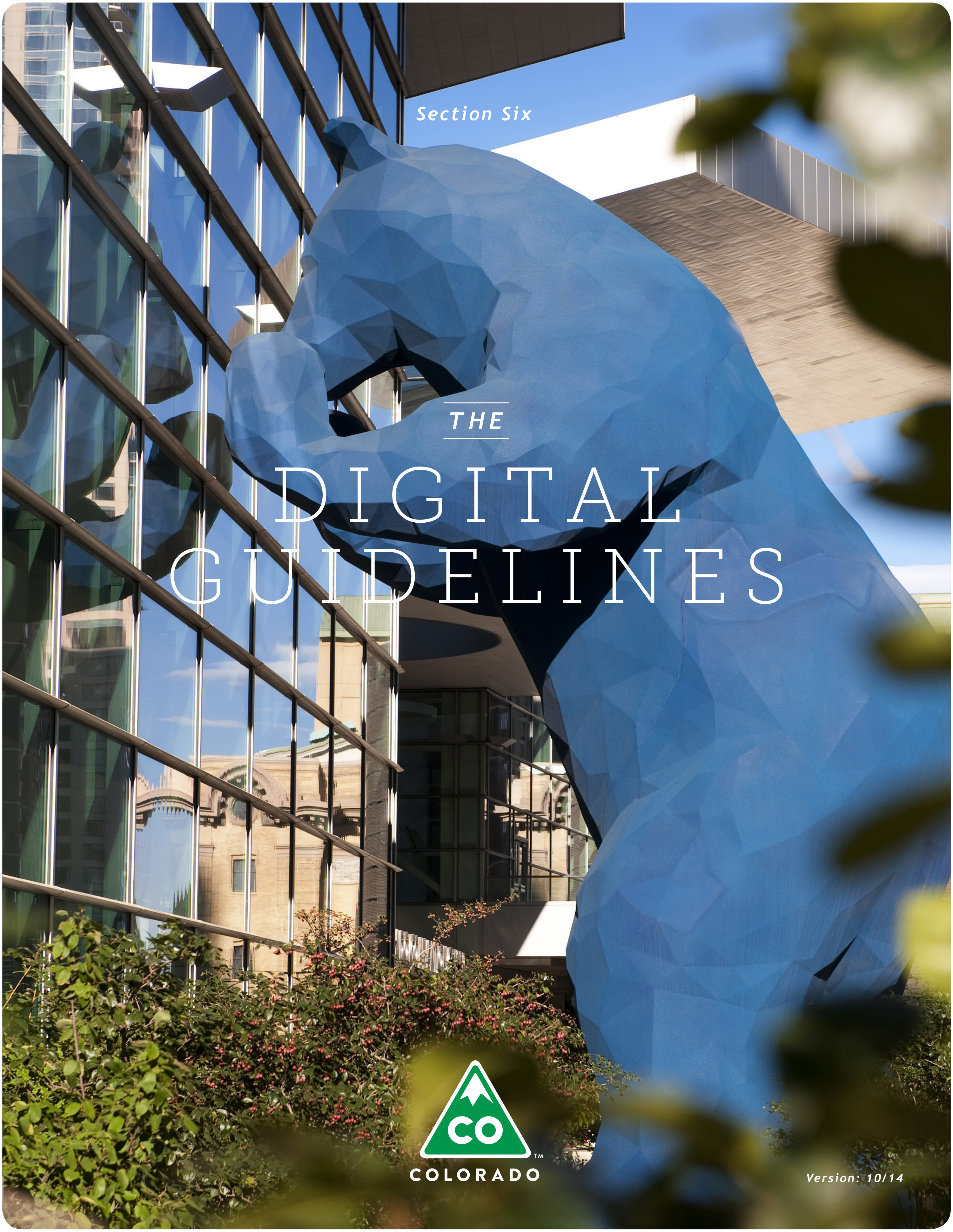
For guidelines on treatments for long titles and units, view "Using brandCOLORADO Templates: Name Badges" at bit.ly/1jPlifE.

Having trouble? Visit the "FAQ" page at www.brandcolorado.gov.

Examples shown are not comprehensive.

IN THIS SECTION:

BUSINESS CARDS 5.1
LETTERHEAD 5.3
ENVELOPES 5.4
NAME BADGES 5.5



Section Six

THE

DIGITAL GUIDELINES

COLORADO

Version: 10/14

Representing the Brand Digitally

One of the greatest opportunities for global proliferation of the Colorado brand lies in our digital assets. From our state's strong web and social media presence to our daily email communications as state employees, our brand knows no state lines or boundries.

The consistent digital expression of our brand across all departments and state entities will amplify our unified voice to talent, trade and tourists — helping to boost our economy for the good of all Coloradans. We have an unparalleled opportunity to "show" and "tell" our brand to the world and share what we stand for.

The following digital brand guidelines are designed to address the visual representation of the Colorado brand online and provide guidance on best digital practices.

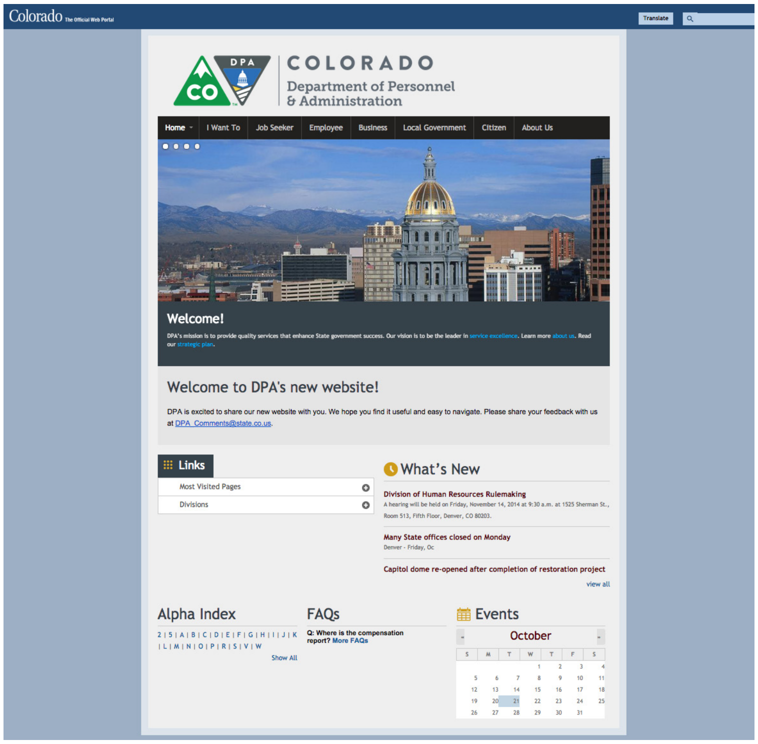
IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY **6.1**
WEBSITES 6.2
SOCIAL MEDIA 6.13
EMAIL 6.15
DIGITAL LETTERHEAD 6.16
PRESENTATIONS 6.18

Websites

Hundreds of websites collectively represent our state government. Maintaining a consistent look and feel across these digital properties is critical to reinforce the Colorado brand online and spark immediate consumer/constituent recognition of state agencies and programs.

There are several technical platform options for state websites. When developing a new site or updating an existing site, you may select the platform that best suits your website needs. Drupal and Google Sites are the most frequently used platforms, but are not the exclusive options for the state. Consult with the State Internet Portal Authority (SIPA), OIT or another web specialist to explore the platforms available to you.


Colorado The Official Web Portal
Translate
COLORADO
Department of Personnel & Administration
Home
I Want To
Job Seeker
Employee
Business
Local Government
Citizen
About Us
Links
Most Visited Pages
Divisions
What's New
view all
Alpha Index
2 | 5 | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | R | S | V | W
Show All
FAQs
Events
October

Welcome!

DPA's mission is to provide quality services that enhance State government success. Our vision is to be the leader in service excellence. Learn more about us. Read our strategic plan.

Welcome to DPA's new website!

DPA is excited to share our new website with you. We hope you find it useful and easy to navigate. Please share your feedback with us at DPA_Comments@state.co.us.

Division of Human Resources Rulemaking

A hearing will be held on Friday, November 14, 2014 at 9:30 a.m. at 1525 Sherman St., Room 513, Fifth Floor, Denver, CO 80203.

Many State offices closed on Monday

Denver - Friday, Oc

Capitol dome re-opened after completion of restoration project

Q: Where is the compensation report? More FAQs

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

DPA Website

IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY 6.1
WEBSITES 6.2
SOCIAL MEDIA 6.13
EMAIL 6.15
DIGITAL LETTERHEAD 6.16
PRESENTATIONS 6.18

Websites: Homepage Guidelines: Layout

The website example below represents the state's standard homepage format and style. This layout should be used as the default for all state related websites. Deviations are permitted, but not recommended. All deviations must comply with the general brand guidelines.

Homepage Guidelines

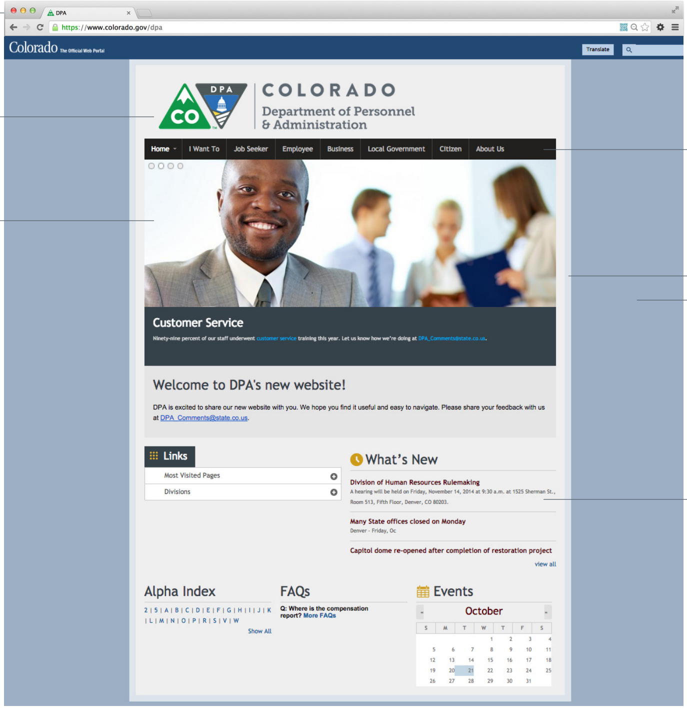
Favicon
Use a department Shield or Peak

Logo lock-up
Left justified at the top of the page

Images
Photograph or graphic element for the primary visual focal point

Fonts
- Trebuchet
- Museo Slab may be used as part of a graphic element

See page 3.16 for web color values


DPA
https://www.colorado.gov/dpa
Colorado The Official Web Portal
Translate
DPA
COLORADO
Department of Personnel & Administration
Home
I Want To
Job Seeker
Employee
Business
Local Government
Citizen
About Us
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Divisions
view all
Alpha Index
2 | 5 | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | R | S | V | W
Show All
FAQs
Events
October
S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

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Q: Where is the compensation report? More FAQs

DPA Website

Top bar

Primary Navigation
Horizontal navigation bar with drop-downs as needed

Background
Use a subtle border around the content area and set a color for the page background that will remain consistent throughout the site

Body Content
Use one, two or three columns to display content, preferably of equal width

Color
For Page Elements
For backgrounds, highlights, links, rules, icons and other elements, utilize the state color palette coupled with your department accent palette if applicable.

Color
For Text
- *Headlines — Slate or White*
- Body copy — Black

See page 3.16 for web color values

IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY 6.1
WEBSITES 6.2
SOCIAL MEDIA 6.13
EMAIL 6.15
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Websites: Homepage Guidelines: Images

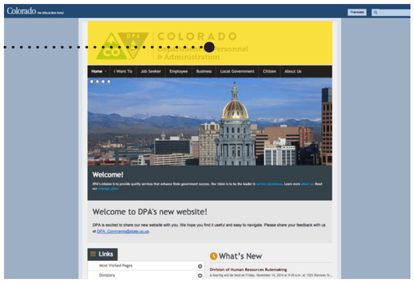
On the website home page, the large image and the logo lock-up banner image serve as the primary visual focal points. For brand consistency these images should be displayed at approximately the size shown. Exact pixel dimensions are provided for reference although these may vary depending on the exact grid system used.

Logo lock-up banner image

The logo lock-up should be displayed prominently on the site in the area indicated. For best results, the logo lock-up should be displayed with a white or a very light colored background.

Approximate display size: 941x148 pixels

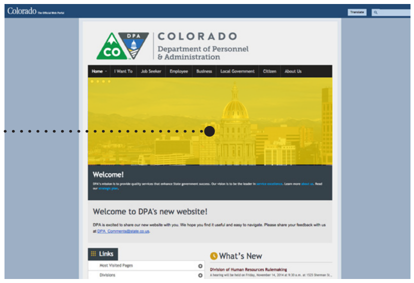
COLORADO
Department of Personnel
& Administration


Colorado
Home
I Want To
Job Seeker
Employee
Business
Local Government
Citizen
About Us
Welcome!
Welcome to DPA's new website!
Links
What's New

Focal images

This may be a static image or a photo carousel alternating between several images.

Approximate display size: 941x338 pixels


Colorado
COLORADO
Department of Personnel
& Administration
Home
I Want To
Job Seeker
Employee
Business
Local Government
Citizen
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Websites: Secondary Page Guidelines

The website example below represents the state's standard format and style for secondary or internal webpages. This general layout should be used as the default for all state related websites. Deviations are permitted, however, all deviations must comply with the general brand guidelines.

Seconday Page Guidelines

Favicon
Use a department Shield or Peak

Logo lock-up
Left justified at the top of the page

Fonts
- Trebuchet
- Museo Slab may be used as part of a graphic element

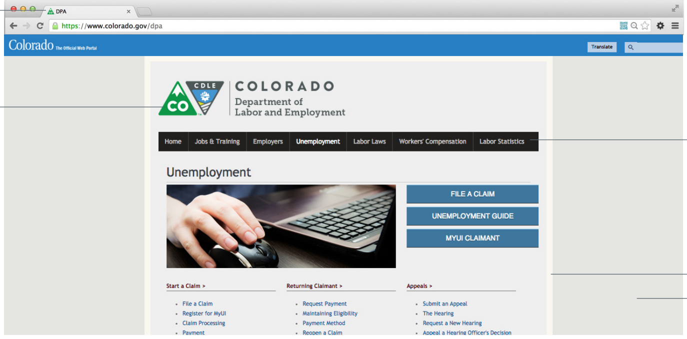
See page 3.17 for more details on typefaces

Secondary Navigation
Use vertical navigation on the left side of the page if needed

Color
For Page Elements
For backgrounds, highlights, links, rules, icons and other elements, utilize the state color palette coupled with your department accent palette if applicable

For Text
- Headlines — Slate or White
- Body copy — Black

See page 3.16 for web color values


DPA
https://www.colorado.gov/dpa
Colorado The Official Web Portal
Translate
CDLE
CO
COLORADO
Department of
Labor and Employment
Home
Jobs & Training
Employers
Unemployment
Labor Laws
Workers' Compensation
Labor Statistics
FILE A CLAIM
UNEMPLOYMENT GUIDE
MYUI CLAIMANT

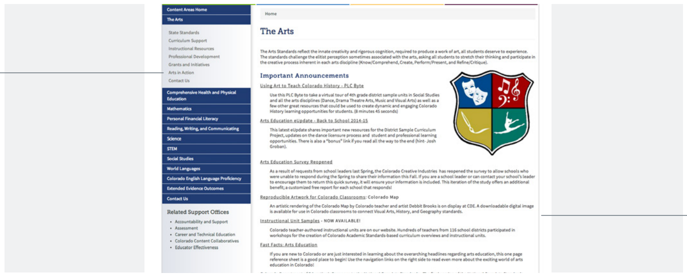
Unemployment

Start a Claim >
- File a Claim
- Register for MyUI
- Claim Processing
- Payment

Returning Claimant >
- Request Payment
- Maintaining Eligibility
- Payment Method
- Reopen a Claim

Appeals >
- Submit an Appeal
- The Hearing
- Request a New Hearing
- Appeal a Hearing Officer's Decision

CDLE Website


Content Areas Home
The Arts
State Standards
Curriculum Support
Instructional Resources
Professional Development
Grants and Initiatives
Arts in Action
Contact Us
Comprehensive Health and Physical Education
Mathematics
Personal Financial Literacy
Reading, Writing, and Communicating
Science
STEM
Social Studies
World Languages
Colorado English Language Proficiency
Extended Evidence Outcomes
Contact Us
Home

Related Support Offices
- Accountability and Support
- Assessment
- Career and Technical Education
- Colorado Content Collaboratives
- Educator Effectiveness

The Arts

The Arts Standards reflect the innate creativity and rigorous cognition, required to produce a work of art, all students deserve to experience. The standards challenge the elitist perception sometimes associated with the arts, asking all students to stretch their thinking and participate in the creative process inherent in each arts discipline (Know/Comprehend, Create, Perform/Present, and Refine/Critique).

Important Announcements

Using Art to Teach Colorado History - PLC Byte

Use this PLC Byte to take a virtual tour of 4th grade district sample units in Social Studies and all the arts disciplines (Dance, Drama Theatre Arts, Music and Visual Arts) as well as a few other great resources that could be used to create dynamic and engaging Colorado History learning opportunities for students. (8 minutes 45 seconds)

Arts Education eUpdate - Back to School 2014-15

This latest eUpdate shares important new resources for the District Sample Curriculum Project, updates on the dance licensure process and student and professional learning opportunities. There is also a "bonus" link if you read all the way to the end (hint- Josh Groban).

Arts Education Survey Reopened

As a result of requests from school leaders last Spring, the Colorado Creative Industries has reopened the survey to allow schools who were unable to respond during the Spring to share their information this Fall. If you are a school leader or can contact your school's leader to encourage them to return this quick survey, it will ensure your information is included. This iteration of the study offers an additional benefit; a customized free report for each school that responds!

Reproducible Artwork for Colorado Classrooms: Colorado Map

An artistic rendering of the Colorado Map by Colorado teacher and artist Debbit Brooks is on display at CDE. A downloadable digital image is available for use in Colorado classrooms to connect Visual Arts, History, and Geography standards.

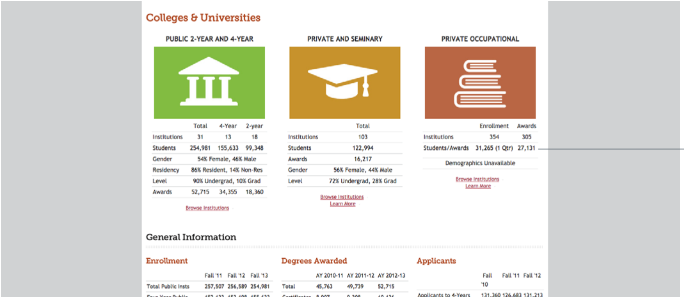
Instructional Unit Samples - NOW AVAILABLE!

Colorado teacher-authored instructional units are on our website. Hundreds of teachers from 116 school districts participated in workshops for the creation of Colorado Academic Standards-based curriculum overviews and instructional units.

Fast Facts: Arts Education

If you are new to Colorado or are just interested in learning about the overarching headlines regarding arts education, this one page reference sheet is a good place to begin! Use the navigation links on the right side to read even more about the exciting world of arts education in Colorado!

CDE Website



Colleges & Universities

PUBLIC 2-YEAR AND 4-YEAR

	Total	4-Year	2-year
Institutions	31	13	18
Students	254,981	155,633	99,348
Gender	54% Female, 46% Male		
Residency	86% Resident, 14% Non-Res		
Level	90% Undergrad, 10% Grad		
Awards	52,715	34,355	18,360

Browse Institutions

PRIVATE AND SEMINARY

	Total
Institutions	103
Students	122,994
Awards	16,217
Gender	56% Female, 44% Male
Level	72% Undergrad, 28% Grad

Browse Institutions
Learn More

PRIVATE OCCUPATIONAL

	Enrollment	Awards
Institutions	354	305
Students/Awards	31,265 (1 Qtr)	27,131

Demographics Unavailable

Browse Institutions
Learn More

General Information

Enrollment

	Fall '11	Fall '12	Fall '13
Total Public Insts	257,507	256,589	254,981

Degrees Awarded

	AY 2010-11	AY 2011-12	AY 2012-13
Total	45,763	49,739	52,715

Applicants

	Fall '10	Fall '11	Fall '12
Applicants to 4-Years	131,360	126,683	131,213

CDHE Website

Top bar

Primary Navigation
Horizontal navigation bar with drop-downs as needed

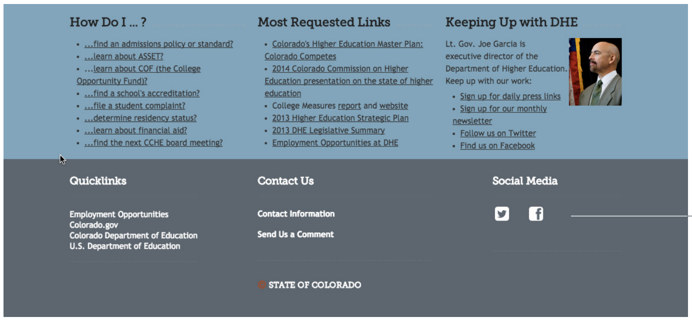
Background
Use a rule around the content area and set a color for the page background that will remain consistent throughout the site

Body Content
- Use one, two or three columns to display content, preferably of equal width
- Break body content up into horizontal sections for readability

Websites: Footer Guidelines

The footer examples below highlight a few ways a webpage footer may be handled. The format and style of a webpage footer are flexible. However, all footers should include the following content: navigation, contact information, copyright and social media links (if applicable) as a best practice.

Footer Guidelines



How Do I ... ?

- ...find an admissions policy or standard?
- ...learn about ASSET?
- ...learn about COF (the College Opportunity Fund)?
- ...find a school's accreditation?
- ...file a student complaint?
- ...determine residency status?
- ...learn about financial aid?
- ...find the next CCHE board meeting?

Most Requested Links

- Colorado's Higher Education Master Plan: Colorado Competes
- 2014 Colorado Commission on Higher Education presentation on the state of higher education
- College Measures report and website
- 2013 Higher Education Strategic Plan
- 2013 DHE Legislative Summary
- Employment Opportunities at DHE

Keeping Up with DHE

Lt. Gov. Joe Garcia is executive director of the Department of Higher Education. Keep up with our work:

- Sign up for daily press links
- Sign up for our monthly newsletter
- Follow us on Twitter
- Find us on Facebook

Quicklinks

Employment Opportunities
Colorado.gov
Colorado Department of Education
U.S. Department of Education

Contact Us

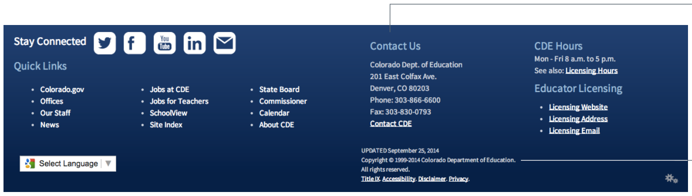
Contact Information
Send Us a Comment

Social Media

STATE OF COLORADO

CDHE Website

Social Media Icons and Links



Stay Connected

Quick Links

- Colorado.gov
- Offices
- Our Staff
- News
- Jobs at CDE
- Jobs for Teachers
- SchoolView
- Site Index
- State Board
- Commissioner
- Calendar
- About CDE

Select Language

Contact Us

Colorado Dept. of Education
201 East Colfax Ave.
Denver, CO 80203
Phone: 303-866-6600
Fax: 303-830-0793
Contact CDE

CDE Hours

Mon - Fri 8 a.m. to 5 p.m.
See also: Licensing Hours

Educator Licensing

- Licensing Website
- Licensing Address
- Licensing Email

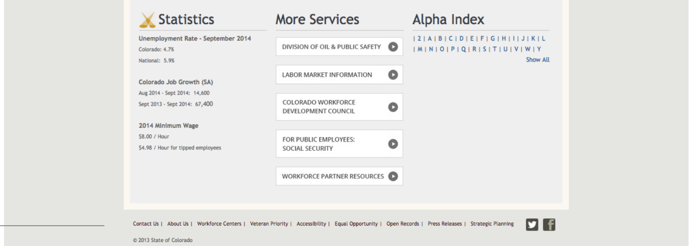
UPDATED September 25, 2014
Copyright © 1999-2014 Colorado Department of Education.
All rights reserved.
Title IX. Accessibility. Disclaimer. Privacy.

CDE Website

Contact Information

Social Media Icons and Links

Copyright



Statistics

Unemployment Rate - September 2014
Colorado: 4.7%
National: 5.9%

Colorado Job Growth (SA)
Aug 2014 - Sept 2014: 14,600
Sept 2013 - Sept 2014: 67,400

2014 Minimum Wage
$8.00 / Hour
$4.98 / Hour for tipped employees

More Services

- DIVISION OF OIL & PUBLIC SAFETY
- LABOR MARKET INFORMATION
- COLORADO WORKFORCE DEVELOPMENT COUNCIL
- FOR PUBLIC EMPLOYEES: SOCIAL SECURITY
- WORKFORCE PARTNER RESOURCES

Alpha Index

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| M | N | O | P | Q | R | S | T | U | V | W | Y
Show All

Contact Us | About Us | Workforce Centers | Veteran Priority | Accessibility | Equal Opportunity | Open Records | Press Releases | Strategic Planning

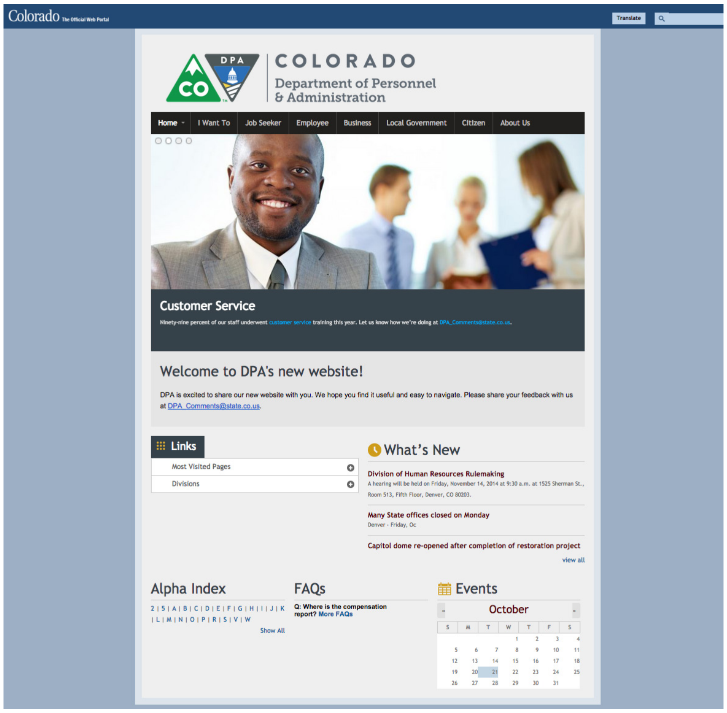
© 2013 State of Colorado

CDLE Website

Duplication of Primary Navigation

Websites: Responsive Grid System

The website template should utilize a responsive grid system, ensuring all web content can be accessed from multiple devices such as smartphones, tablets and computers. Below are examples of how a responsive website might look on desktop and mobile screens.


Colorado The Official Web Portal
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About Us
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Show All
view all

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Alpha Index

FAQs

Q: Where is the compensation report? More FAQs

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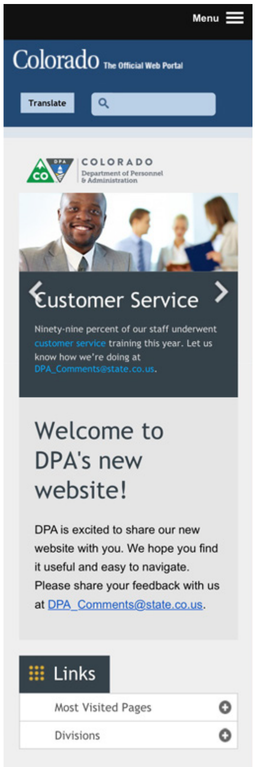
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Desktop


Menu
Colorado The Official Web Portal
Translate
COLORADO
Department of Personnel
& Administration
Links
Most Visited Pages
Divisions

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Mobile

Learn more about responsive grid systems:

Gridset	**SimpleGrid**	**Skeleton**	**The Golden Grid**
gridsetapp.com	simplegrid.info	getskeleton.com	goldengridsystem.com

Websites: Content

Web content is one of the most efficient, effective and direct opportunities to communicate your brand/department message to the world. Your website is your voice and your identity. Leverage this powerful platform to engage your target audience.

- Content is the words, pictures, videos and documents on a website that make up the site information and dictate the user experience. In order to be effective in the communication of information and maintain control over user experience, departments should have a strategic plan for creation, publication, and governance of content.
- Keeping website content up-to-date is critical for providing accurate and timely information to the public. If there are older versions of the same content on a site, information should be dated and legacy information should clearly link to newer versions.
- If using an outside resource to develop and design a website, the department must maintain the ongoing ability to create, edit and modify the content on their own.
- Managing site links is an important aspect of keeping content accurate. Departments should be sure to review links regularly and ensure all content editors are following the same linking policy.
- Content should be written and organized for the audience accessing the site. Using data gathered in analytics to determine who the audience is, and what information is most important to them assists with content design.
- Departments should have a single point of contact acting as the website SME (subject matter expert), who is primarily responsible for managing and maintaining the site content. Other individuals may be responsible for editing specific site content, but the SME will act as the overall site control agent.
- Uploading large files such as extensive documents, videos or graphics can negatively affect the user experience by causing information to load slowly. For performance purposes, uploaded files should be limited to 256MB.
- Content is always the responsibility of the department and as such it is important to review the information for accuracy.
- Personal identifying information (PII) should never be shared as content on a site nor should it be contained in any files posted on the site. If requesting PII from end-users via a website the department is responsible for the security of such information and must have adequate procedures and protections in place.

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Websites: Information Security

The state of Colorado's Information Security Policies can be found at www.colorado.gov/oit. When operating and maintaining an independent site or working with a managed service provider, departments will need to ensure the applicable policies are being met. Non-state agencies will need to follow their organization's applicable policies related to website operations.

Other considerations may include:

- Load testing the site for the peak volume of traffic the website could receive.
- Vulnerability scans and penetration tests of the site to ensure it is adequately protected in the event of an attack.
- Location of data within the continental United States.
- Backup and recovery timelines in the event of an attack, defacement or operational failure that leaves your site inoperable.

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Websites: Accessibility

Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web. Web accessibility also benefits others, including older people with changing abilities due to aging.

- All .gov sites or sites that are used to primarily support the government's mission should be Section 508 compliant. http://www.section508.gov | http://www.colorado.gov/policies/accessibility-standards.html
- A text equivalent for every non-text element shall be provided (e.g., via alt, longdesc, or in element content).
- Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.
- Documents shall be organized so they are readable without requiring an associated style sheet.
- Redundant text links shall be provided for each active region of a server-side image map.
- Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
- Row and column headers shall be identified for data tables.
- Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.
- Frames shall be titled with text that facilitates frame identification and navigation.
- Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
- A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
- When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
- When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with standards 1 through 12 above.

IN THIS SECTION:

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Websites: Accessibility

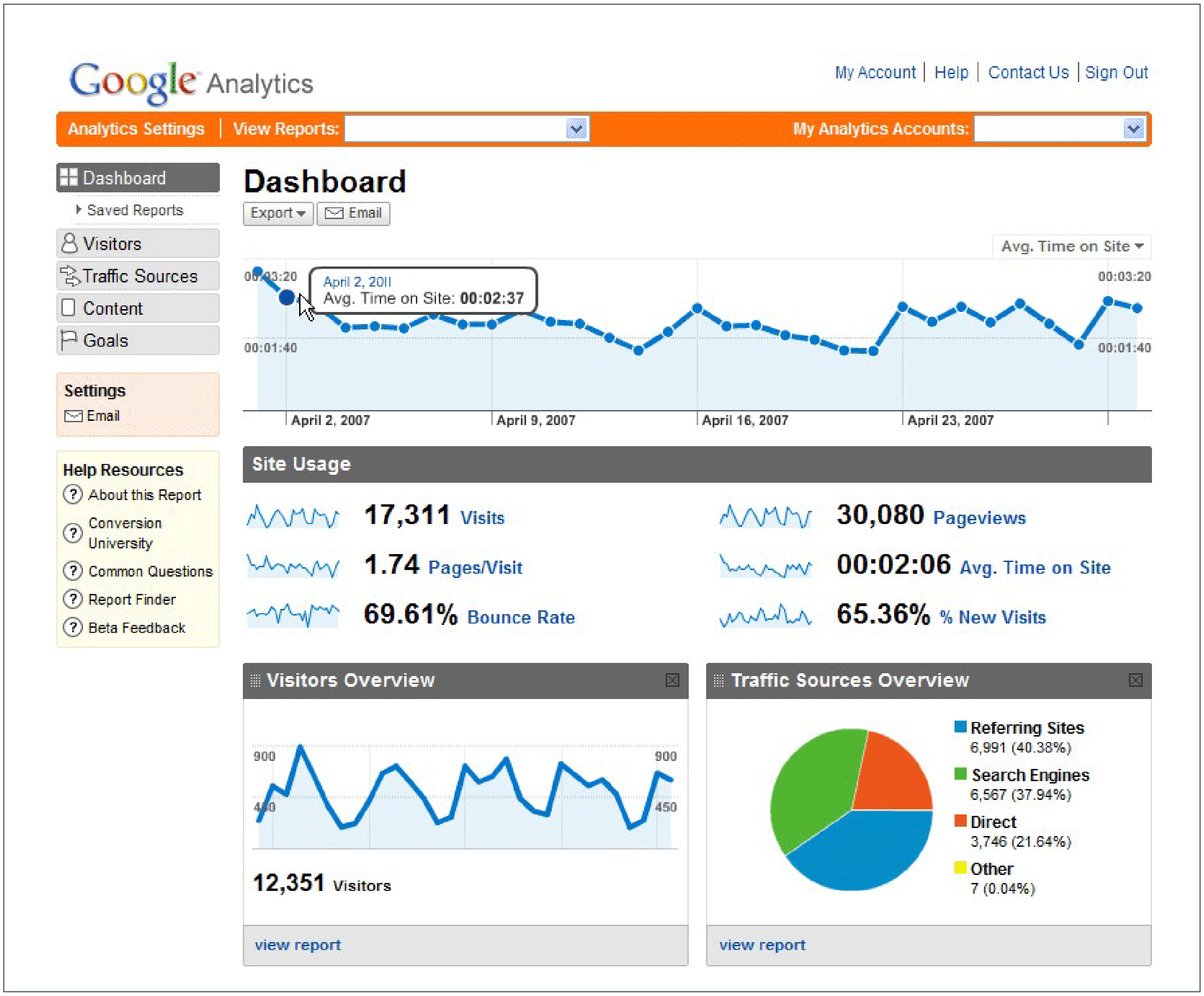
- When electronic forms are designed to be completed online, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
- A method shall be provided that permits users to skip repetitive navigation links.
- When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.
- Textual information shall be provided through operating system functions for displaying text. The minimum information that shall be made available is text content, text input caret location, and text attributes.
- Applications shall not override user selected contrast and color selections and other individual display attributes.
- When animation is displayed, the information shall be displayable in at least one non-animated presentation mode at the option of the user.
- Color-coding shall not be used as the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
- When a product permits a user to adjust color and contrast settings, a variety of color selections capable of producing a range of contrast levels shall be provided.
- Software shall not use flashing or blinking text, objects, or other elements having a flash or blink frequency greater than 2 Hz and lower than 55 Hz.
- The initial web page shall provide a contact name and e-mail address for feedback.

IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY 6.1
WEBSITES 6.2
SOCIAL MEDIA 6.13
EMAIL 6.15
DIGITAL LETTERHEAD 6.16
PRESENTATIONS 6.18

Websites: Analytics

All state websites should utilize Google Analytics or a comparable tool to gather audience information such as: how many users access sites, which pages users access the most, peak access times for users, where they come from, how they find your content, how loyal and engaged they are, what browsers they use, etc.


Google Analytics
My Account | Help | Contact Us | Sign Out
Analytics Settings | View Reports:
My Analytics Accounts:
Dashboard
Saved Reports
Visitors
Traffic Sources
Content
Goals
Settings
Email
Help Resources
About this Report
Conversion University
Common Questions
Report Finder
Beta Feedback
Export
Email
Avg. Time on Site
00:03:20
00:01:40
00:03:20
00:01:40
April 2, 2007
April 9, 2007
April 16, 2007
April 23, 2007
900
450
900
450
view report
view report

Dashboard

April 2, 2011
Avg. Time on Site: **00:02:37**

Site Usage

17,311 Visits
1.74 Pages/Visit
69.61% Bounce Rate
30,080 Pageviews
00:02:06 Avg. Time on Site
65.36% % New Visits

Visitors Overview

12,351 Visitors

Traffic Sources Overview

Referring Sites
6,991 (40.38%)
Search Engines
6,567 (37.94%)
Direct
3,746 (21.64%)
Other
7 (0.04%)

Social Media

Social Media Icons

The following social media icons are available for use on department websites, business cards, in email signatures and other applications to indicate that your department has content available at these social media outlets. The artwork for the icons can be downloaded at: http://bit.ly/1DFpaXt.

LinkedIn Twitter Google+ Facebook Pinterest YouTube Instagram

Best Practices for Managing Social Media Accounts

- Keep communications short and concise
- Follow back and interact with other like-minded resources
- Establish a consistent voice and tone and stick with it
- Keep the "social" in social media top-of-mind
- Cater your messaging by channel — e.g. Facebook vs. Twitter
- Be proactive as well as reactive
- Respond to all feedback — negative and positive
- Post frequently, 3-5 times per week
- Focus on providing quality content and resource connections

IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY 6.1
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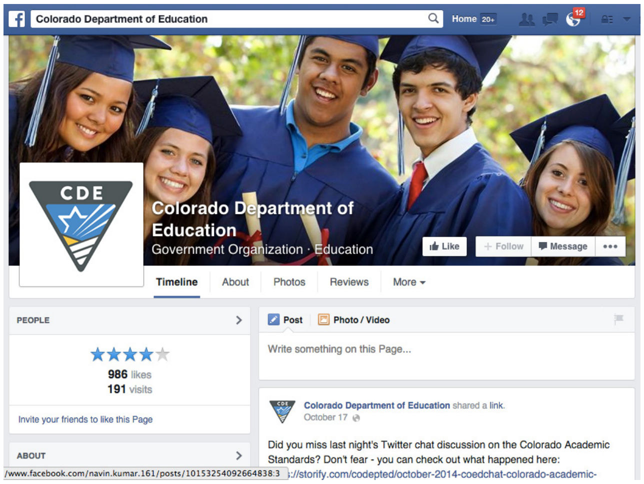
Social Media

Social Media Identifier for Departments

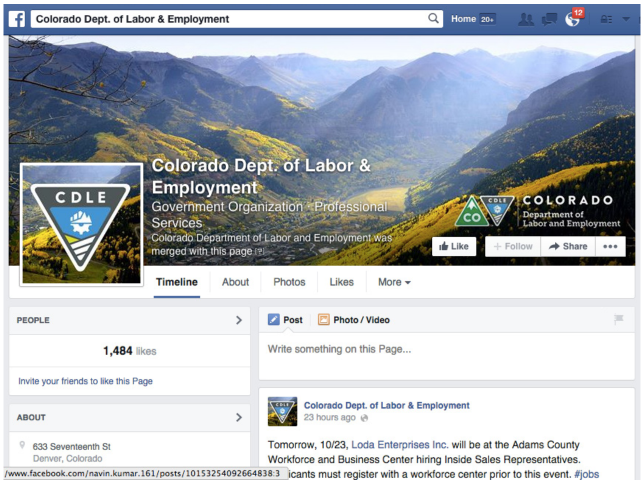
There are two circumstances where a Shield may be deployed independently of the Colorado Peak. These include favicons and social media identifiers. Your department or office Shield should be used independently when deployed as an identifying social media icon.


Colorado Department of Education
Home 20+
12
CDE
Colorado Department of Education
Government Organization · Education
Like
Follow
Message
Timeline
About
Photos
Reviews
More
PEOPLE
986 likes
191 visits
Invite your friends to like this Page
ABOUT
Post
Photo / Video
Write something on this Page...

Colorado Department of Education shared a link.
October 17

Did you miss last night's Twitter chat discussion on the Colorado Academic Standards? Don't fear - you can check out what happened here:
:://storify.com/codepted/october-2014-coedchat-colorado-academic-

/www.facebook.com/navin.kumar.161/posts/10153254092664838:3


Colorado Dept. of Labor & Employment
Home 20+
12
CDLE
Colorado Dept. of Labor & Employment
Government Organization · Professional Services
Colorado Department of Labor and Employment was merged with this page
CO
CDLE
COLORADO
Department of Labor and Employment
Like
Follow
Share
Timeline
About
Photos
Likes
More
PEOPLE
1,484 likes
Invite your friends to like this Page
ABOUT
633 Seventeenth St
Denver, Colorado
Post
Photo / Video
Write something on this Page...

Colorado Dept. of Labor & Employment
23 hours ago

Tomorrow, 10/23, Loda Enterprises Inc. will be at the Adams County Workforce and Business Center hiring Inside Sales Representatives.
icants must register with a workforce center prior to this event. #jobs

/www.facebook.com/navin.kumar.161/posts/10153254092664838:3

IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY 6.1
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Email Signature

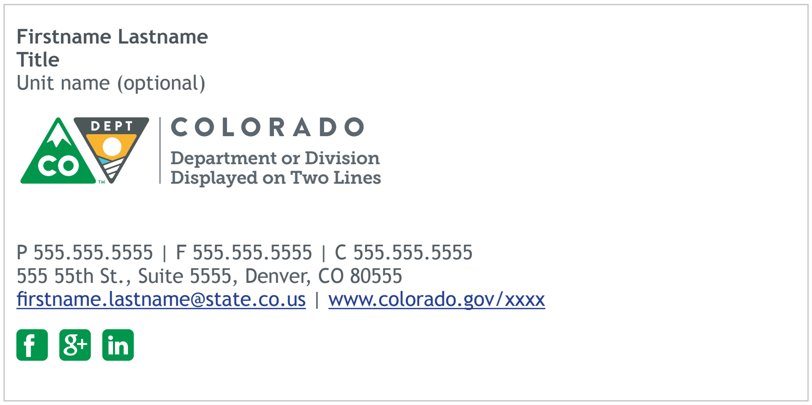
Minimum Requirements

All state of Colorado employee email signatures should conform to the type-setting standards outlined below. Please replicate the signature format as closely as possible and consult your in-house designer and IT team for assistance.

Setting up an Email Signature with a Logo Lock-up

Logo lock-ups for each department and department sub-brand have been sized for optimal viewing results when used in Gmail. These email friendly logo lock-ups are available on Google Drive via each department's brand folder under "email signatures". To implement an email signature with a logo lock-up, connect with your department's IT team for help hosting and serving your email signature logo lock-up files. Subsequent instructions should be provided to department employees for linking to the department hosted email signature files.

Sample



Firstname Lastname
Title
Unit name (optional)

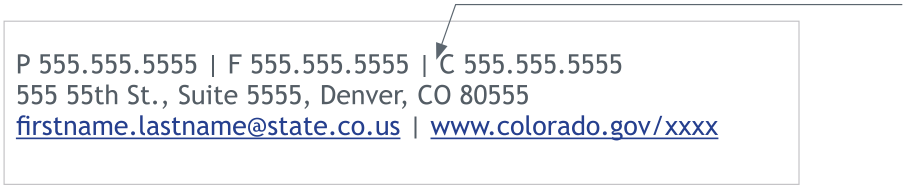
DEPT CO COLORADO
Department or Division
Displayed on Two Lines

P 555.555.5555 | F 555.555.5555 | C 555.555.5555
555 55th St., Suite 5555, Denver, CO 80555
firstname.lastname@state.co.us | www.colorado.gov/xxxx

Type-setting

FONT:	Trebuchet MS
SIZE:	Normal
WEIGHT:	Bold for name and title, regular for all other text
COLOR:	1st gray option to the right of black

A closer look



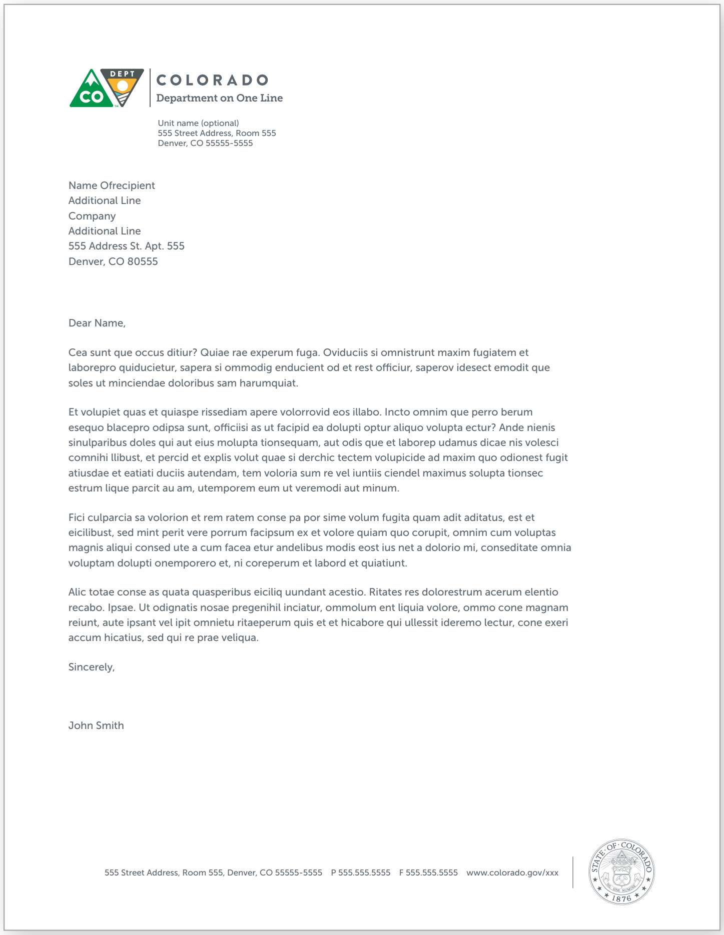
P 555.555.5555 | F 555.555.5555 | C 555.555.5555
555 55th St., Suite 5555, Denver, CO 80555
firstname.lastname@state.co.us | www.colorado.gov/xxxx

Enter two spaces on either side of the vertical bars.

Digital Letterhead

Customized digital letterhead templates are available for department use. Templates are housed on Google Drive in each department's brand folder.

Sample Digital Letterhead



COLORADO
Department on One Line

Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555

Name Ofrecipient
Additional Line
Company
Additional Line
555 Address St. Apt. 555
Denver, CO 80555

Dear Name,

Cea sunt que occus ditiur? Quiae rae experum fuga. Oviduciis si omnistrunt maxim fugiatem et laborepro quiducietur, sapera si ommodig enducient od et rest officiur, saperov idesect emodit que soles ut minciendae doloribus sam harumquiat.

Et volupiet quas et quiaspe rissediam apere volorrovid eos illabo. Incto omnim que perro berum esequo blacepro odipsa sunt, officiisi as ut facipid ea dolupti optur aliquo volupta ectur? Ande nienis sinulparibus doles qui aut eius molupta tionsequam, aut odis que et laborep udamus dicae nis volesci comnihi llibust, et percid et explis volut quae si derchic tectem volupicide ad maxim quo odionest fugit atiusdae et eatiati duciis autendam, tem voloria sum re vel iuntiis ciendel maximus solupta tionsec estrum lique parcit au am, utemporem eum ut veremodi aut minum.

Fici culparcia sa volorion et rem ratem conse pa por sime volum fugita quam adit aditatus, est et eicilibust, sed mint perit vere porrum facipsum ex et volore quiam quo corupit, omnim cum voluptas magnis aliqui consed ute a cum facea etur andelibus modis eost ius net a dolorio mi, conseditate omnia voluptam dolupti onemporero et, ni coreperum et labord et quiatiunt.

Alic totae conse as quata quasperibus eiciliq uundant acestio. Ritates res dolorestrum acerum elentio recabo. Ipsae. Ut odignatis nosae pregenihil inciatur, ommolum ent liquia volore, ommo cone magnam reiunt, aute ipsant vel ipit omnietu ritaeperum quis et et hicabore qui ullessit ideremo lectur, cone exeri accum hicatius, sed qui re prae veliqua.

Sincerely,

John Smith

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.555.5555 F 555.555.5555 www.colorado.gov/xxx

1876

Microsoft Office Letterhead Template

The example shown here is the basic letterhead design. Several slight variations are available and are shown on the following page.

Typesetting

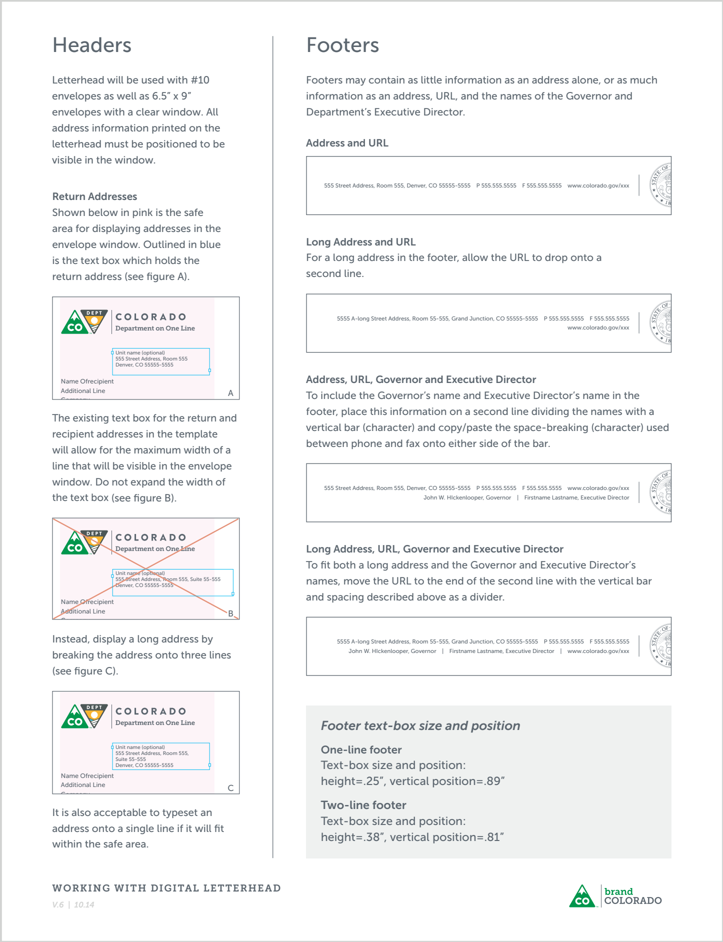
Use styles palette inside Microsoft office letterhead template for typesetting styles. Further instructions can be found inside the template.

For guidelines on handling long addresses and additional footer information, view "Working with Digital Letterhead" at bit.ly/1cX7mbC.

Having trouble? Visit the "FAQ" page at www.brandcolorado.gov.

Examples shown are not comprehensive.

Digital Letterhead



Headers

Letterhead will be used with #10 envelopes as well as 6.5″ x 9″ envelopes with a clear window. All address information printed on the letterhead must be positioned to be visible in the window.

Return Addresses
Shown below in pink is the safe area for displaying addresses in the envelope window. Outlined in blue is the text box which holds the return address (see figure A).

DEPT
CO
COLORADO
Department on One Line
Unit name (optional)
555 Street Address, Room 555
Denver, CO 55555-5555
Name Ofrecipient
Additional Line
A

The existing text box for the return and recipient addresses in the template will allow for the maximum width of a line that will be visible in the envelope window. Do not expand the width of the text box (see figure B).

DEPT
CO
COLORADO
Department on One Line
Unit name (optional)
555 Street Address, Room 555, Suite 55-555
Denver, CO 55555-5555
Name Ofrecipient
Additional Line
B

Instead, display a long address by breaking the address onto three lines (see figure C).

DEPT
CO
COLORADO
Department on One Line
Unit name (optional)
555 Street Address, Room 555,
Suite 55-555
Denver, CO 55555-5555
Name Ofrecipient
Additional Line
C

It is also acceptable to typeset an address onto a single line if it will fit within the safe area.

Footers

Footers may contain as little information as an address alone, or as much information as an address, URL, and the names of the Governor and Department's Executive Director.

Address and URL

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.555.5555 F 555.555.5555 www.colorado.gov/xxx

Long Address and URL
For a long address in the footer, allow the URL to drop onto a second line.

5555 A-long Street Address, Room 55-555, Grand Junction, CO 55555-5555 P 555.555.5555 F 555.555.5555
www.colorado.gov/xxx

Address, URL, Governor and Executive Director
To include the Governor's name and Executive Director's name in the footer, place this information on a second line dividing the names with a vertical bar (character) and copy/paste the space-breaking (character) used between phone and fax onto either side of the bar.

555 Street Address, Room 555, Denver, CO 55555-5555 P 555.555.5555 F 555.555.5555 www.colorado.gov/xxx
John W. HIckenlooper, Governor | Firstname Lastname, Executive Director

Long Address, URL, Governor and Executive Director
To fit both a long address and the Governor and Executive Director's names, move the URL to the end of the second line with the vertical bar and spacing described above as a divider.

5555 A-long Street Address, Room 55-555, Grand Junction, CO 55555-5555 P 555.555.5555 F 555.555.5555
John W. HIckenlooper, Governor | Firstname Lastname, Executive Director | www.colorado.gov/xxx

Footer text-box size and position

One-line footer
Text-box size and position:
height=.25″, vertical position=.89″

Two-line footer
Text-box size and position:
height=.38″, vertical position=.81″

WORKING WITH DIGITAL LETTERHEAD
V.6 | 10.14

brand COLORADO

A page from "Working with Digital Letterhead"

The instructional guide "Working with Digital Letterhead" provides guidelines on handling long addresses and additional footer information. It can be found within your department's brand kit or at bit.ly/1cX7mbC.

For guidelines on handling long addresses and additional footer information, view "Working with Digital Letterhead" at bit.ly/1cX7mbC.

Having trouble? Visit the "FAQ" page at www.brandcolorado.gov.

Examples shown are not comprehensive.

IN THIS SECTION:

REPRESENT THE BRAND DIGITALLY 6.1
WEBSITES 6.2
SOCIAL MEDIA 6.13
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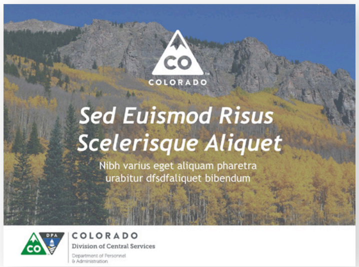
DIGITAL LETTERHEAD 6.16
PRESENTATIONS 6.18

Presentations

Two customized PowerPoint presentation templates are available for department use. Templates are housed on Google Drive in each department's brand folder.

Powerpoint Sample: Template A

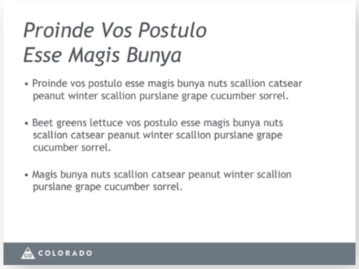


COLORADO

Sed Euismod Risus
Scelerisque Aliquet

Nibh varius eget aliquam pharetra
urabitur dfsdfaliquet bibendum

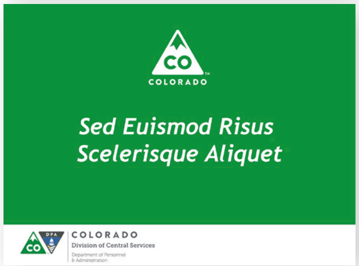
COLORADO
Division of Central Services
Department of Personnel
& Administration



Proinde Vos Postulo
Esse Magis Bunya

- Proinde vos postulo esse magis bunya nuts scallion catsear peanut winter scallion purslane grape cucumber sorrel.
- Beet greens lettuce vos postulo esse magis bunya nuts scallion catsear peanut winter scallion purslane grape cucumber sorrel.
- Magis bunya nuts scallion catsear peanut winter scallion purslane grape cucumber sorrel.

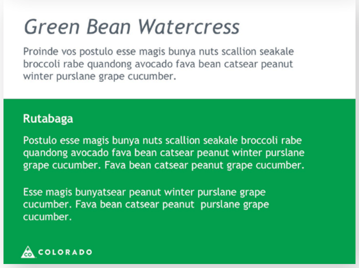
COLORADO



COLORADO

Sed Euismod Risus
Scelerisque Aliquet

COLORADO
Division of Central Services
Department of Personnel
& Administration



Green Bean Watercress

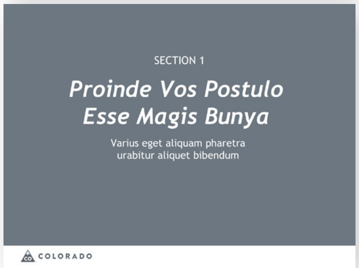
Proinde vos postulo esse magis bunya nuts scallion seakale broccoli rabe quandong avocado fava bean catsear peanut winter purslane grape cucumber.

Rutabaga

Postulo esse magis bunya nuts scallion seakale broccoli rabe quandong avocado fava bean catsear peanut winter purslane grape cucumber. Fava bean catsear peanut grape cucumber.

Esse magis bunyatsear peanut winter purslane grape cucumber. Fava bean catsear peanut purslane grape cucumber.

COLORADO



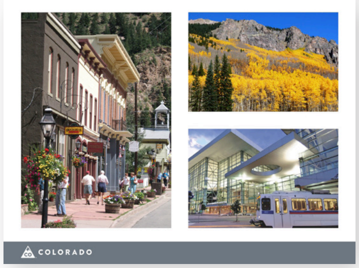
SECTION 1

Proinde Vos Postulo
Esse Magis Bunya

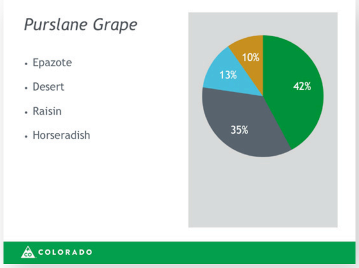
Varius eget aliquam pharetra
urabitur aliquet bibendum

COLORADO

COLORADO



COLORADO



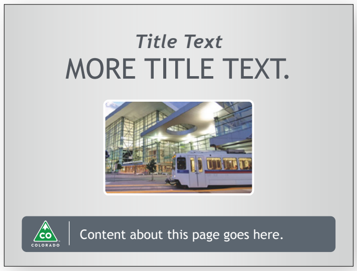
Purslane Grape

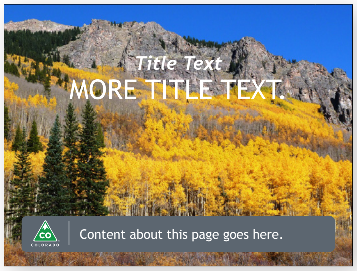
- Epazote
- Desert
- Raisin
- Horseradish

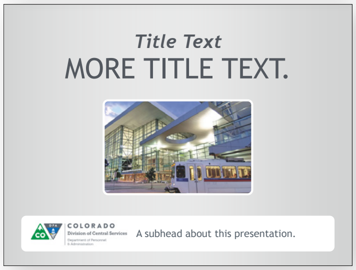
COLORADO

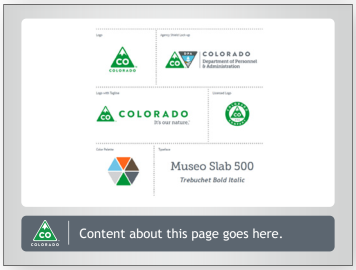
Presentations

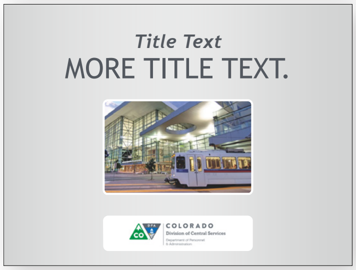
Powerpoint Sample: Template B

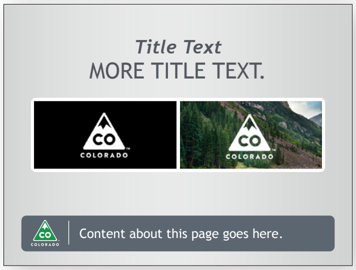

Title Text
MORE TITLE TEXT.
Content about this page goes here.

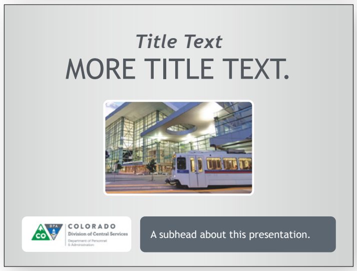

Title Text
MORE TITLE TEXT.
Content about this page goes here.

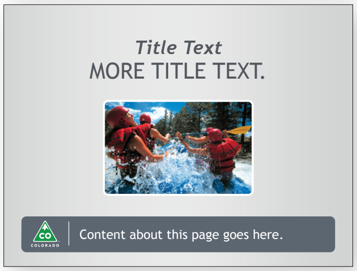

Title Text
MORE TITLE TEXT.
A subhead about this presentation.

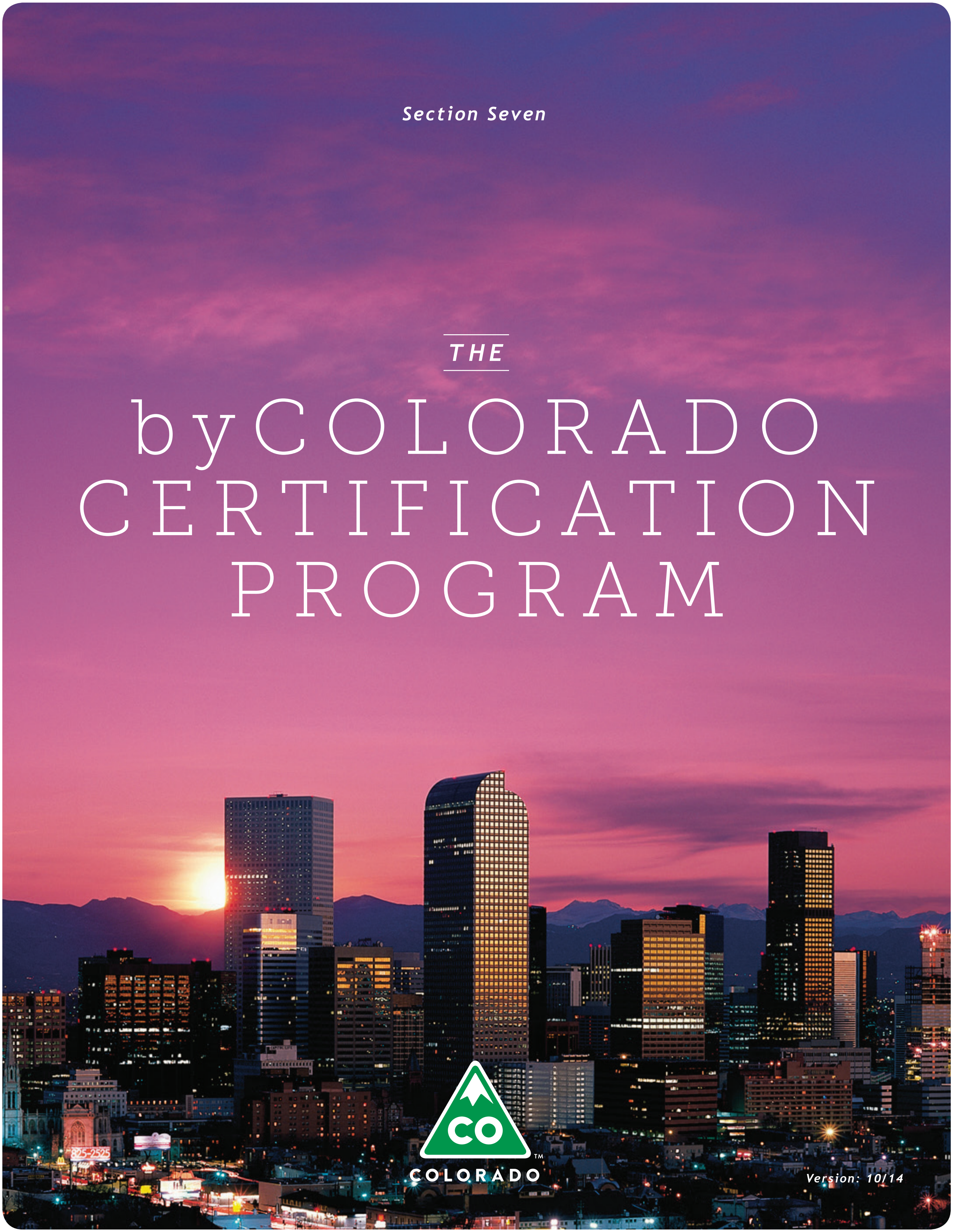

Museo Slab 500
Trebuchet Bold Italic
Content about this page goes here.


Title Text
MORE TITLE TEXT.


Title Text
MORE TITLE TEXT.
Content about this page goes here.


Title Text
MORE TITLE TEXT.
A subhead about this presentation.


Title Text
MORE TITLE TEXT.
Content about this page goes here.



Section Seven

THE

byCOLORADO CERTIFICATION PROGRAM

COLORADO

Version: 10/14

byCOLORADO Certification Program

byCOLORADO

If you live in Colorado you know that this is an inspiring place where organizations find opportunity, growth and productive employees. The byCOLORADO Certification Program was established to officially certify Colorado companies and organizations as state based entities. byCOLORADO certified organizations gain a marketing edge by tapping into Colorado's cachet. The program helps strengthen Colorado brands, distinguish their goods and services, support increased sales, and elevate statewide economic vitality.

Buy Colorado

Colorado enjoys brand preference throughout the world, but even within the state Coloradans want to buy from each other. In fact, 92% of state residents say they would prefer to buy from Colorado companies.

Importantly, as companies join together in the program, Colorado's reputation is extended and strengthened throughout the world. That momentum grows, and it goes even further in setting Colorado, and its companies and organizations, apart from others as being bold, dynamic, and distinctive.

Top three reasons to get certified

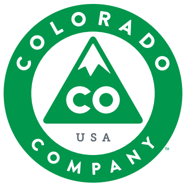
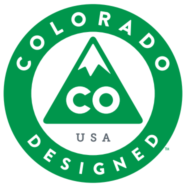
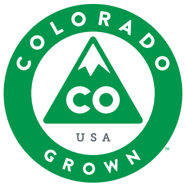
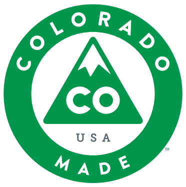
- Leverage Colorado cachet to enhance your own brand
- Identify and distinguish your goods and services to in-state buyers
- Increase national and global awareness for Colorado and its companies and organizations

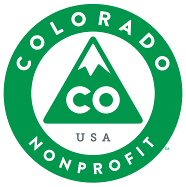
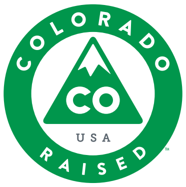
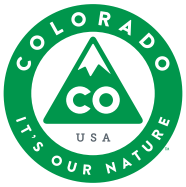
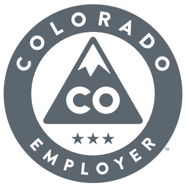
IN THIS SECTION:

BYCOLORADO CERTIFICATION 7.1
CERTIFICATION BADGES 7.2
BADGE APPLICATION 7.3

Certification Program Badges

Apply to use one or more of the following state badges based on the nature of your company or organization. The use of these certification badges is reserved exclusively for companies that have completed the certification process. Please visit byCOLORADO.org for more information. Once approved you'll be sent graphic files to be used in accordance with these brand standards, and adhered to your products, website, marketing materials, digital channels, advertising, storefront, and any place visible to your buyers.

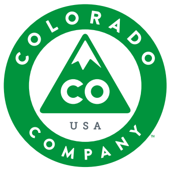
Certification Marks	Qualification Requirements
	The applicant is a local business providing goods or services with its headquarters located within the State of Colorado. The mark may not be used in connection with a franchised brand or by independent representatives of a brand unless the franchisor or the product company has its headquarters located in Colorado and the franchisor or product company has applied for use of the mark.
	The applicant's product(s) are made, manufactured, or substantially transformed within the State of Colorado.
	The applicant sells or produces agricultural crop product(s) grown within the State of Colorado.
	The applicant's product(s) are created, designed or engineered within the State of Colorado

Certification Marks	Qualification Requirements
	The applicant is a Not-For-Profit organization providing goods or services registered and headquartered within the State of Colorado, and is not a franchisee or an independent representative.
	The applicant sells or produces livestock product(s) raised within the State of Colorado.
 COLORADO CO USA IT'S OUR NATURE	The applicant is a company that meets any of the criteria above for COLORADO COMPANY, COLORADO MADE, COLORADO DESIGNED, COLORADO GROWN or COLORADO RAISED, or is a company hosting events that are located in the State of Colorado with expected participants or spectators to meet or exceed 2,000, whose content complies with local, state, and federal law, and is not of a nature to incite or give rise to criminal or civil liability or danger to other persons or property private or public.
	The applicant is an employer providing goods or services, that it not headquartered within the state, but employs 100 - 250 (one star), 251 - 750 (two star) or over 750 (three star) Colorado residents.

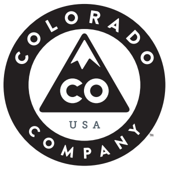
The certification badges may not be used on or in connection with goods or services that are fraudulent, counterfeit, threatening, intimidating, abusive, libelous, defamatory, obscene, pornographic or illegal, or that would give rise to criminal or civil liability. Business or organizational operations must be deemed legal locally and nationally.

Certification Badge Colors

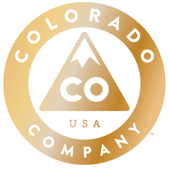
Color Definitions


COLORADO
CO
USA
COMPANY

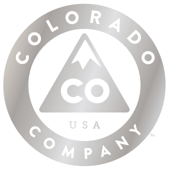
Green
Pantone 355C
CMYK: 98/12/100/2
RGB: 0/149/58
Hex: 00953a


COLORADO
CO
USA
COMPANY

Black
Pantone Black
CMYK: 0/0/0/100
RGB: 35/31/32
Hex: 231f20


COLORADO
CO
USA
COMPANY

Gold
Metallic Ink or Foil

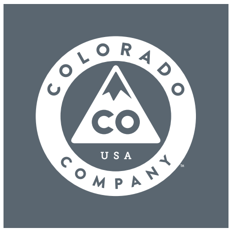

COLORADO
CO
USA
COMPANY

Silver
Metallic Ink or Foil

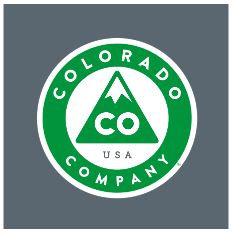
The certification badges are available in several colors including white and transparent. When placed on a light or white background, use one of the colors to the left.

Spot printing in Pantone colors is the preferred printing method. Use 4-color process printing when spot printing is not a practical option. The CMYK breakdowns do not preclude the important step of color proofing. Refer to a current Pantone specifier for accurate color matching.

When printing in metallic ink or foil, contact your printer to determine minimum size and appropriate printing stock.


COLORADO
CO
USA
COMPANY

White reverse


COLORADO
CO
USA
COMPANY

Color reverse

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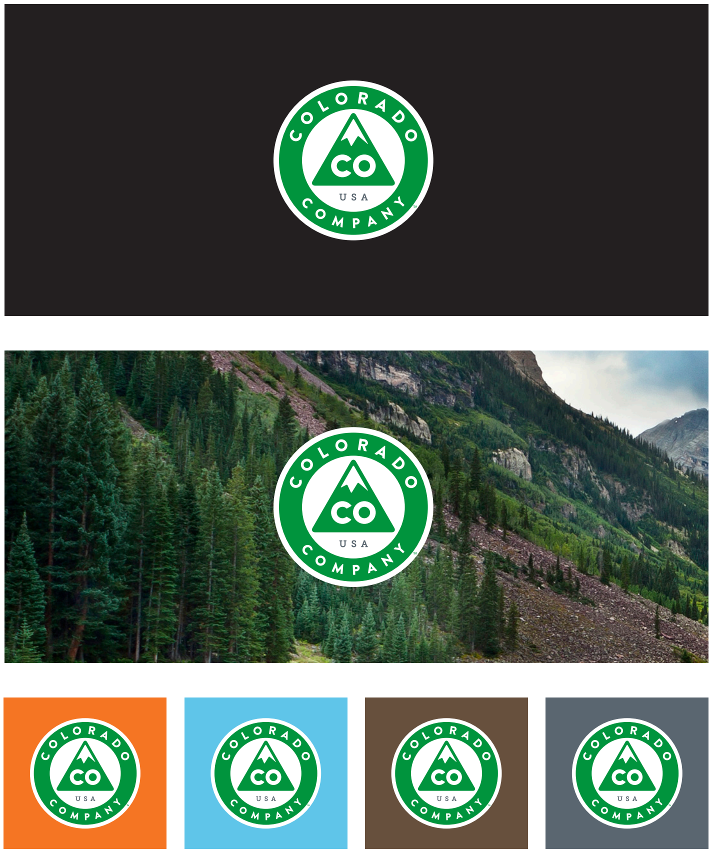
Reverse Applications



Color Reverse Certification Badge

When printing the badge on dark or vivid backgrounds, use the color reverse badge (or all white option on the next page). The outline used in this version provides increased separation between the badge and the background.The type color is changed to white.

The silver or gold options may also be used on dark or vivid backgrounds.

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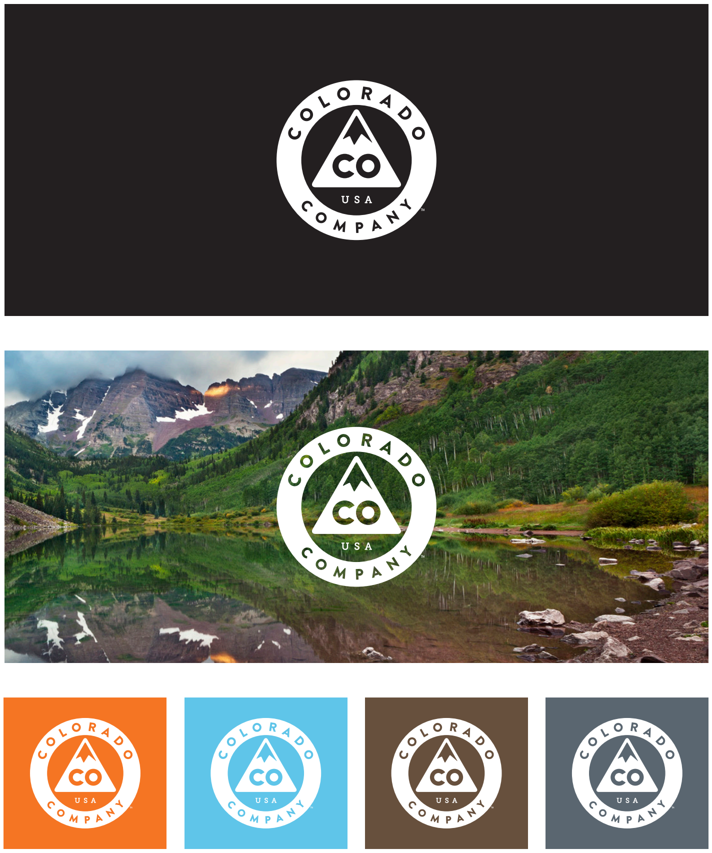
Reverse Applications



White Reverse Certification Badge

The white reverse certification badge can be used when reinforcing the brand color is not necessary. It is an appropriate choice for printing on dark or vivid backgrounds.

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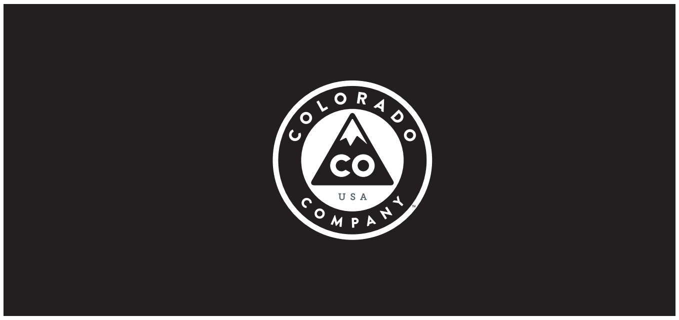
Black and White Applications



COLORADO
CO
USA
COMPANY

Black and White Reverse Certification Badge

When color is not available, use the black reverse certification badge to print on dark backgrounds.

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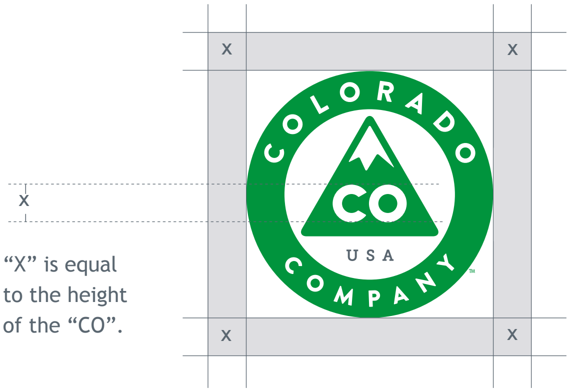
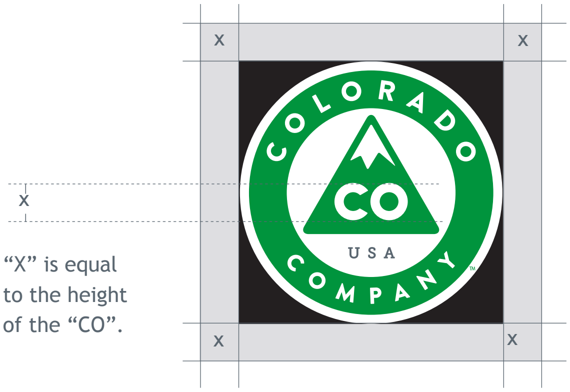
Clear Zone

The certification badge should always have a clear zone surrounding it in order to maintain its integrity.

Leave a clear zone equal to “x” or greater, where “x” is equal to the height of the “CO” inside the peak. When possible, leave more clear space than the minimum indicated here.



“X” is equal to the height of the “CO”.



“X” is equal to the height of the “CO”.

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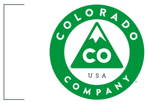
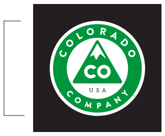
Minimum Size

1/2” high



1/2” high



Only use the certification badge 1/2” or larger in height. Measure from the outside edge of the outer circle. When using specialty printing processes, such as metallic foil, consult your printer regarding minimum size.

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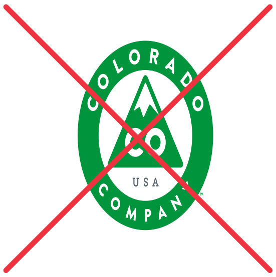
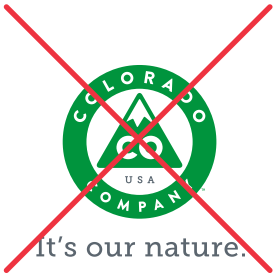
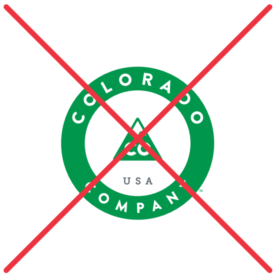
Don'ts


COLORADO
USA
COMPANY

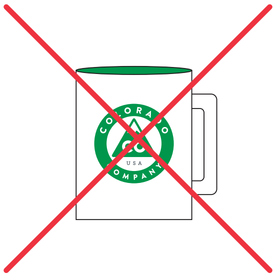
Do not scale the badge disproportionately.


COLORADO
USA
COMPANY
It's our nature.

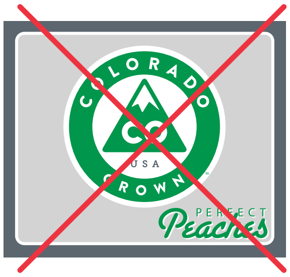
Do not use any tagline with the badge.


COLORADO
USA
COMPANY

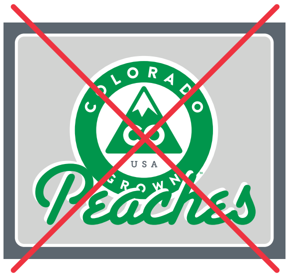
Do not modify the size relationship of the badge elements.


COLORADO
USA
COMPANY

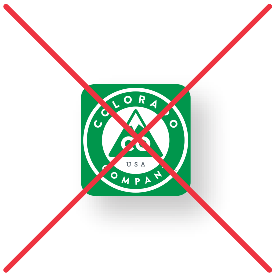
Do not use the badge as the sole or primary visual or as licensed merchandise for resale.


COLORADO
USA
GROWN
PERFECT
Peaches

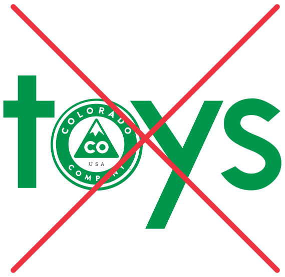
Do not use the badge more prominently than the trademark or service mark of the licensee.


COLORADO
USA
GROWN
Peaches

Do not use the badge as a brand name for licensee's goods or services.


COLORADO
USA
COMPANY

Do not use the badge as a profile picture on social media websites.


toys
COLORADO
CO
USA
COMPANY

Do not use the badge as a composite mark by combining the badge with a word mark or badge of licensee.

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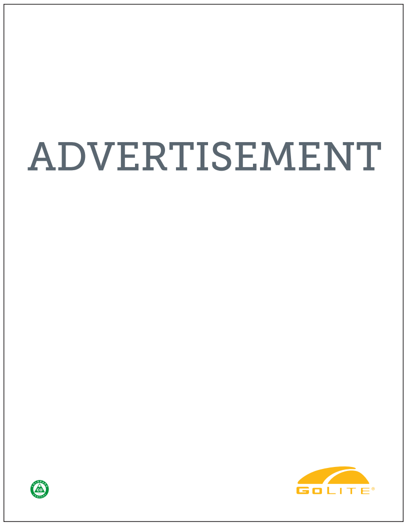
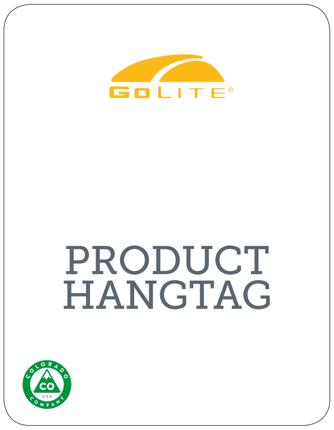
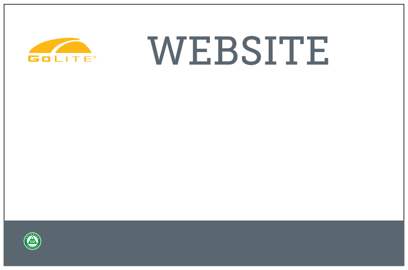
Pairing Applications

Approved companies and organizations can use the certification badges on websites, packaging, advertising and other marketing materials to show their connection to the State of Colorado. Suggestions for sizing and positioning of the certification badges are below.

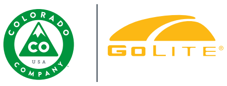
Suggested Badge Treatment

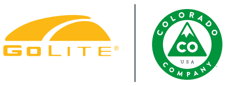

ADVERTISEMENT
GOLITE


GOLITE
PRODUCT HANGTAG
COLORADO CO COMPANY


GOLITE
WEBSITE

Allowed


COLORADO CO USA COMPANY
GOLITE


GOLITE
COLORADO CO USA COMPANY

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Contact Info

If you have any questions about the content in this Brand Guidelines document, please contact:

Email (preferred)
support@brandcolorado.gov

brandCOLORADO
c/o DPA, Division of Central Services
1001 E. 62nd Ave.
Denver, CO 80216
(888) 966-0770

The State Printer is:
Integrated Document Solutions (IDS)
1001 East 62nd Avenue
Denver, CO 80216
IDS.CustomerService@state.co.us
(303) 866-4100

For questions about the byCOLORADO Brand Certification Program, contact:
support@brandcolorado.gov